NOVEMBER 16, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Sweeping radio-tv inquiry: FCC will check all phases — Page 41

Advertisers stay true to tv, but want own program reins — Page 50

Harper says television doesn't deserve all the censure — Page 56

Major changes in tv code to be considered in L.A. today — Page 68

TRIPLE THREAT PROGRAMMING!

It sounds almost too good to be true — but *three of the largest-audience TV shows in Central Iowa are "station-time" programs* on WHO-TV — Family Theatre, The Early Show and The Late Show!

These shows represent 25 key hours of competitive local programming, Monday through Friday. Each features hit selections from the tremendous WHO-TV film library* plus frequent up-to-the-minute news reports. And NSI (July, 1959) proves that *in their time segments, these shows deliver more homes in 220% more quarter hours than Stations 'B' and 'C' combined!*

Look at the facts — NSI or ARB — and you'll understand WHO-TV's superiority in Central Iowa television. Ask your PGW Colonel for availabilities!

• • • • • • • •

**WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.*

ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines; **WOC-TV**, Davenport

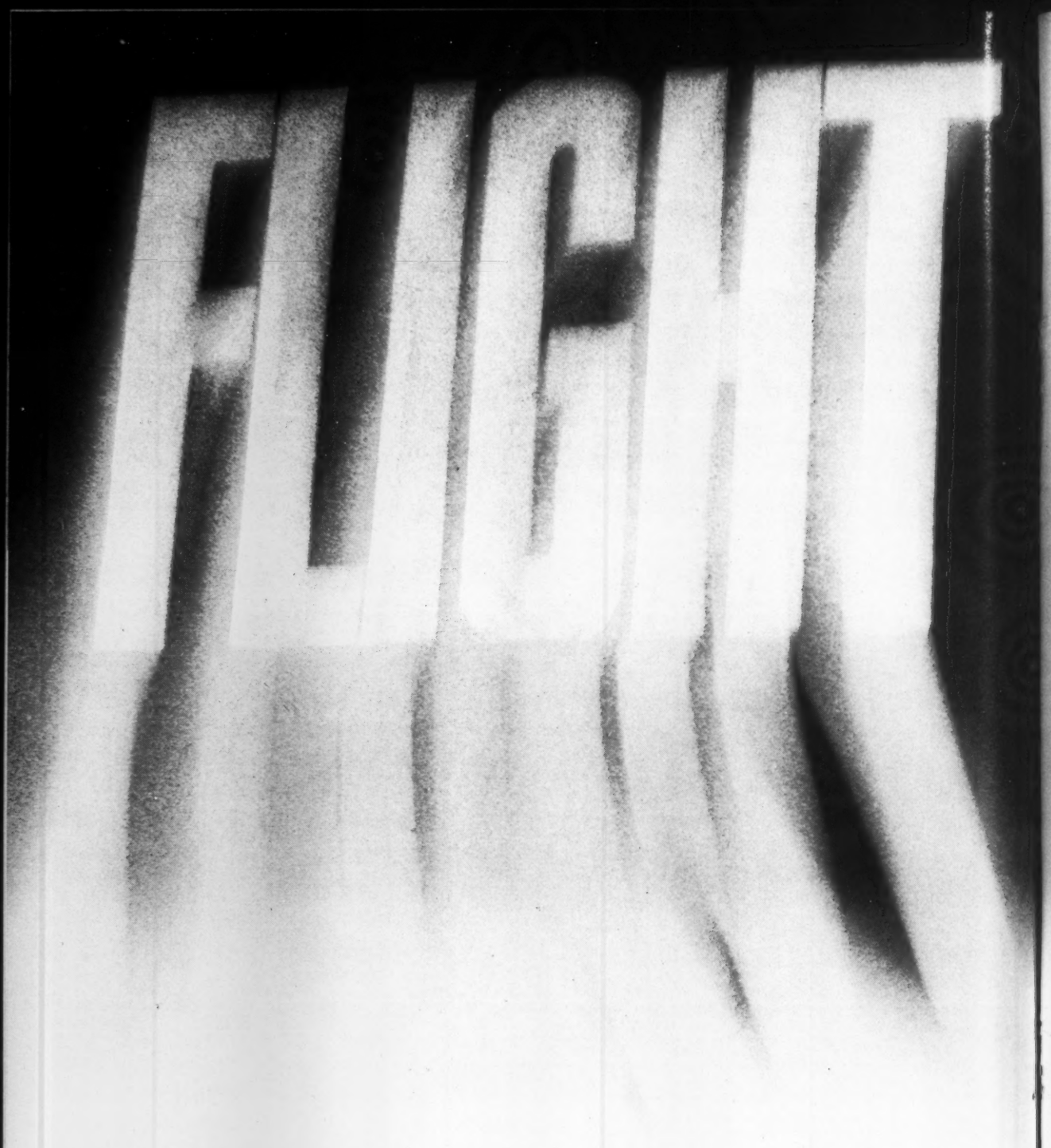
WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*



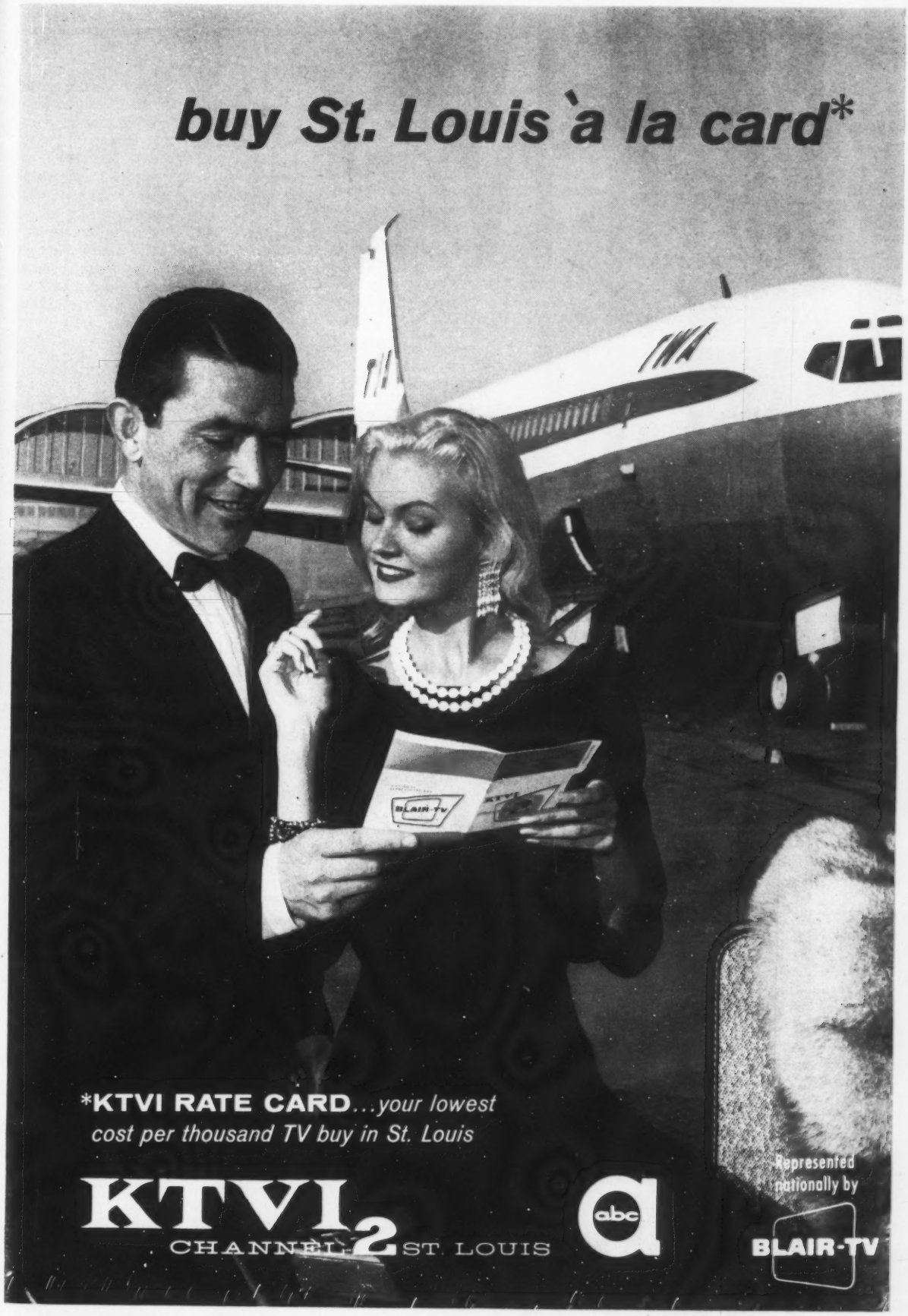
***"FLIGHT" STREAKS** ahead. In 12 major first-run markets where it is programmed following a weak adjacency, "FLIGHT" has seized the lead from competition with superior lead-ins — averaging a 60% audience gain for its time slot. What about second take-off?*

***"FLIGHT" SOARS** on re-runs! Early reports on the first re-run market, Milwaukee, show "FLIGHT" delivering a 23.0 ARB rating with the same top 53% share-of-audience scored in its first run — outrating a competitive Nielsen Top-Ten network show by 64%! Furthermore, whether it's first-run or re-run, it's "first-class" all the way!*

***"FLIGHT" PULLS** adult audiences — people with "grown-up" buying power. This aviation adventure series attracts the highest proportion of adult viewers of any syndicated series!*

(Source: U.S. Pulse, reported by Television Age, Aug.-Oct., 1959.)

NBC Television Films. A Division of CNP California National Productions, Inc.


buy St. Louis à la card*
BLAIR-TV
*KTVI RATE CARD...your lowest cost per thousand TV buy in St. Louis
KTVI 2
CHANNEL 2 ST. LOUIS
abc
Represented nationally by
BLAIR-TV

Buy the richest market in Texas — Dallas-Fort Worth — when you buy KRLD-TV, Channel 4 in Dallas . . . consistent favorite in 675,000 TV Homes.

Ask a Branham Man for KRLD-TV "measured preference" facts folder.

channel 4

Clyde W. Rembert, President
The Dallas Times Herald Station
TV Twin to KRLD Radio 1080, full-time 50,000 watt Voice of Texas.

CLOSED CIRCUIT®

Policy parley • What does FCC hope to accomplish with its massive investigation of broadcast policy ordered last week (story page 41)? They can't say so publicly, for obvious reasons, but at least some members regard this as invitation to broadcasters to participate in serious reappraisal of what's on air, what should be on air, what role government should play. As one commissioner privately put it last week: "Both the broadcasting industry and the FCC are in such bad repute we'd better all hang together or we'll all hang separately."

Seriousness with which FCC members themselves regard new inquiry is seen in way they handled preparation of order. Order was both drafted and written by FCC members themselves, and staff was kept in dark. Ordinarily order of this kind would be worked up by staff from first draft to completed document.

Watching the trap • If House Legislative Oversight Subcommittee goes through with plans to hold hearings on payola in radio and television (BROADCASTING, Nov. 9), you can expect spectators to include eager agents of Internal Revenue Service. It's known that income tax people have already expressed interest in information that subcommittee develops.

Rep. Oren Harris (D-Ark.), Oversight chairman, had expected to go to Geneva this month to attend International Telecommunications Conference (CLOSED CIRCUIT, *Oct. 19*). *He wanted to get briefing on international scene because of his interest in overhauling U.S. management of frequency allocations. But he's going to hospital in Washington, D.C., instead for treatment of varicose veins. Same day he enters hospital (Nov. 19) Reps. Walter Rogers (D-Tex.) and William Springer (D-Ill.), members of Mr. Harris' parent Commerce Committee, will leave for Geneva accompanied by Ed Williamson, committee chief clerk, and Andrew Stevenson, staffer.*

Code and crisis • U.S. television broadcasters who tune to closed circuit speech by Don McGannon, Tv Code Board chairman, this week will hear some tough talk. Mr. McGannon is expected to be frank about present weakness of code, with only slightly more than half of tv stations subscribing, and to say there's no doubt that government will move in with tight regulation if more stations don't indicate interest in regulating themselves. Entire code board will appear on special taped telecast which all networks will carry on closed circuit late this week (story page 68).

Fund raiser • What's new Television Information Office doing to help out in present crisis? At moment it's still very much in preliminary organization stage and engaged in membership drive necessary to its future. Lou Hausman, TIO director, has made appeals at NAB regional conferences, and reportedly membership passed 100 last week while he was at NAB meeting in Fort Worth.

Expensive 'no' • Twenty million dollar offer for ABC's owned and operated radio stations, made by unknown bidder through reputable law firm, was flatly rejected by AB-PT board of directors in past fortnight. Offer, it's understood, came out of blue since there has been no disposition to sell. Instead ABC is known to be interested in acquiring WLS, giving it full time in Chicago, and is reportedly looking for seventh station to complete its quota. Existing stations are in New York, Detroit, Los Angeles, San Francisco and Pittsburgh, aside from half time in Chicago.

NBC Radio revisions • After last week's meetings with affiliates (see page 72), NBC Radio's Matthew J. Culligan is said to be counting on getting network's new networking-plus-program-service format into operation with loss of maybe six or eight affiliates at most. With 135 stations tallied, four reportedly had said no; at this rate, network could expect half-dozen losses—some of which, unless stations change stance, will be non-renewals initiated by NBC Radio in line with policy requiring stations to clear 100%.

During affiliates convention NBC Radio got enough orders for two of its upcoming Program Service offerings to assure it'll break even on them. Quarter-hour business-news strip featuring Bob Wilson has been ordered by more than 40 stations (some of which have already sold it locally), and Alex Dreier's Man on the Go *series of five-minute reports several times daily (number to be determined) has been ordered by about 50. Rates for Program Service shows are based on multiples of station's one-minute spot rate for 10 a.m. time* (BROADCASTING, *Oct. 19*).

Film and TvB • Question of admitting tv film packagers and distributors to membership in Television Advertising Bureau is due for exploration and perhaps decision at TvB's annual meeting this week (see page 76). Film group wants in, but some members feel they should be accepted not as full members but in category akin to associate membership, which doesn't now exist. Film representatives, with some support from regular members, argue they ought to be let in on same basis as, say, station representatives and allowed—like reps, stations or networks—to name their own representative to TvB board.

Test of strength • Whole question of FCC's present authority in programming field may come to head in individual case soon. On file is application for sole station in market proposing format confined exclusively to music and news. Other categories are given just minimum percentage time. Question has been raised whether applicant ought not to be made to justify whether this program format is in public interest.

Commercial probe • There's more than on-air monitoring being done by Federal Trade Commission in its search for deceit in television commercials (BROADCASTING, Nov. 9). One tv station in major market reported last week FTC field man called at station and demanded to see all commercials then on hand. Station refused on such short notice and suggested he do his work by monitoring.

Among big advertising agencies there is growing fear that FTC investigation of tv commercials could spread to all advertising. Many copy and art themes in big campaigns are common to both air and print advertising. Agencymen figure if FTC finds something it objects to on tv, it will be natural to look for its counterpart in print.

Allocations report • FCC, put on notice some 18 months ago to "compromise" on solution to allocations riddle, probably will be called before Senate Commerce Committee in early January to make report. Hearings will constitute another round in committee's lengthy study and originally were planned for year ago. Committee members, notably Sen. John Pastore (D-R.I.), chairman of Communications Subcommittee, have been critical of Commission for its failure to propose solution. Special committee counsel Kenneth Cox is writing report on subject, but is waiting for FCC views. Commission, in turn, says it's waiting for results of proposed swap with military before taking concrete action.

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IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV

CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Dept. Store Sales	UP 17%
New Car Sales	UP 97%
Employment	UP 9%
Car and Truck Output	UP 90%

(Sept. '59 vs Sept. '58—Detroit Board of Commerce)

And UP is definitely the word for WJBK-TV viewers

September ARB Share of Audience is 34.2%—26.2% higher than any other Detroit station.

One of the leading CBS stations in the nation for share of audience.

You know where your audience and sales are going with WJBK-TV—They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

WEEK IN BRIEF

MR. OWEN

Why kill good quizzes with the bad? • Quiz programs and give-away shows which are honestly produced and honestly conducted should be continued because the public likes them and because they are an effective low-cost vehicle for many advertisers who otherwise might not be able to afford television or wish to spread their budgets further. This is why Forrest F. Owen Jr., vice president and manager, Wade Adv., Los Angeles, in this week's MONDAY MEMO, says don't dump the whole barrel just to get rid of a few bad apples. Page **31.**

Major radio-tv study ordered • Sweeping reappraisal of broadcasting fundamentals seen in FCC order opening investigation of all radio-tv. Study made imperative by quiz scandals and allegations of payoffs. Page **41.**

Top advertisers are in television to stay • The quiz scandal has accented advertiser demand that the sponsor retain controls over programming, despite the implied "final" word of the broadcast licensee. The reason? Financial responsibility, delegates at the fall meeting of Assn. of National Advertisers. But no matter who's to blame for the quiz mess, advertisers agree they must "clean up or give up." Page **50.**

Changes in tv code • Major amendments to be considered by NAB Code Review Board in Los Angeles session today. Among topics: a ban of quiz show rigging, guarantees against deception in commercial demonstrations and proper labels on news interview shows. Page **68.**

They're going along • NBC Radio affiliates meet with network officials in New York to talk over new program concept due for 1960. Plan, increasing news coverage and putting "entertainment" programs on an optional-for sales basis, seems popular with affiliates. Network demands 100% clearance of all who want to stay aboard. Page **72.**

Spot & housewives • A new presentation prepared by the Station Representatives Assn. highlights the importance of spot radio in reaching the housewife audience effectively, economically and frequently. Page **74.**

TvB charts its progress • On Television Bureau of Advertising's fifth birthday, executives tell how much TvB has spent ($4 million), how much tv billings have risen (more than $700 million) and those areas where they think they have been most responsible for this increase. Page **76.**

Fiddlin' 'n' a stompin' • Ain't doin' nothin' but makin' money, boys, that's the story of country music programming heard last week during WSM Nashville's eighth annual festival and *Grand Ole Opry's* 34th anniversary. Page **96.**

DEPARTMENTS

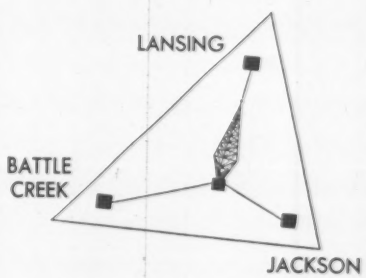
AT DEADLINE 35
BROADCAST ADVERTISING 50
BUSINESS BRIEFLY 66
CHANGING HANDS 64
CLOSED CIRCUIT 5
COLORCASTING 92
DATEBOOK 8
EDITORIAL PAGE 122
FANFARE 107
FATES & FORTUNES 102
FOR THE RECORD 110
GOVERNMENT 100
LEAD STORY 41
INTERNATIONAL 101
THE MEDIA 68
MONDAY MEMO 31
OPEN MIKE 18
OUR RESPECTS 125
PROGRAMMING 90
RATINGS 49
WEEK'S HEADLINERS 38

EFFECTIVE COVERAGE!

WILX-TV

Channel 10

Completely Covers Michigan's Rich GOLDEN TRIANGLE with a City Grade Signal!



WILX-TV

Serves and Sells Michigan's No. 1 Market outside Detroit

SOME PRIME TIME STILL AVAILABLE

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

Al Carrell
Manager
Robert E. Eastman
& Co., Inc.
Dallas Office

ENTHUSIASM.

You've got to have it to make sales.

And—it must be a genuine enthusiasm which stems from belief in your product and the value it offers the buyer.

Enthusiasm, like all other emotions, ebbs and flows. There are good days and bad ones.

Don't settle for a "bad day". Do something about it.

A salesman rebuilds his enthusiasm through study of his product and how it relates to the buyer's needs.

Sales enthusiasm feeds on an ability to serve the customer better.

Our product, Spot Radio, has a remarkable record of producing sales. It is easy to enthuse about. Study your station. Study your customer. You'll find an angle that stimulates your enthusiasm. When it sparks, don't pick up the phone — go see that customer. You'll find your enthusiasm is contagious and helps make more sales.

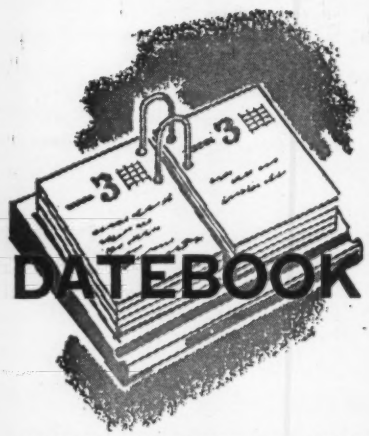
Al

P.S. KXOL in Fort Worth has the enthusiastic interest of more listeners than any other station.

robert e. eastman & co., inc.

representing major radio stations

WNEW	WIL	KLAC	KJR	KXL
KNEW	WRIT	CKLW	WHBQ	KXOL
KBOX	WING	WCOL	KDEO	WARM
KQEO	WPTR	WSBA	WAAB	WKLO
KLEO	WEEP	KTCK	WSAV	KSYD
KWKY	WAMS	KXLR	WZOK	KRIZ



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

NOVEMBER

Nov. 13-29—Screen Directors Guild of America exhibition of modern painting and sculpture, 7950 Sunset Blvd., Los Angeles.

Nov. 15-21—National Television Week, sponsored by NAB and Television Bureau of Advertising. Theme: "Television—In Focus With Modern America."

Nov. 15-22—American Society of Association Executives 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

Nov. 16—Hollywood Ad Club luncheon at Hollywood Roosevelt Hotel. Richard D. Sharp, marketing director, Packard Bell Electronics Corp., will tell "The Packard Bell Story." Jack Haynes, vice president, Robinson, Fenwick & Haynes (Packard Bell's agency), will be chairman.

Nov. 16—Sales Executives Club, Mayflower Hotel, Washington. Speaker: Robert Hurleigh, president, MBS.

Nov. 16—Western States Advertising Agencies Assn. dinner meet, Nikabob restaurant, Los Angeles. Doug Anderson, president, Anderson-McConnell Adv., will chair program on media relations.

*Nov. 16-17—NAB fall conference, Ambassador Hotel, Los Angeles.

*Nov. 16-21—International Center for Advanced Training of Journalists (in cooperation with United Nations Educational, Scientific & Cultural Organization) radio-tv symposium, U. of Strasbourg, France. Prof. Donald E. Brown, U. of Illinois College of Journalism & Communications, to lecture on "The Education of Radio-Tv Journalists in the U.S.," and "The Principal Types of News and Information Tv Programs."

*Nov. 17—Advertising Executives Clubs of Chicago sponsors a Broadcast Advertising Club-Academy of Tv Arts & Sciences-Chicago Federated Advertising and Women's Advertising Clubs dinner, CFAC headquarters, 36 S. Wabash, 5:30 p.m. Philip Cortney, Coty Inc. president, to speak on "A Proposal to Prevent Repetition of the Shameful Tv Quiz Hoax."

Nov. 17—Radio & Television Executives Society begins its 1959-60 timebuying-selling seminar. C. Terence Clyne, radio-tv vice president, McCann-Erickson, and David Levy, NBC-TV program-talent vice president, discuss "Tv programming, its problems and prospects." Hotel Lexington, New York, noon-2 p.m. First of 16 weekly programs.

Nov. 17—Academy of Television Arts & Sciences at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

Nov. 17—California Broadcasters Assn., Ambassador Hotel, Los Angeles.

Nov. 18—Washington State Assn. of Broadcasters and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Pennsylvania Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18—Maine Radio & Television Broadcasters Assn., Augusta House, Augusta. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 18-20—Television Bureau of Advertising annual meeting, Sheraton Hotel, Chicago.

Nov. 19—Tennessee AP Radio Assn. fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

*Nov. 19-20—NAB fall conference, Olympic Hotel, Seattle.

Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

*Nov. 20—Radio & Television News Club of Southern California, 10th annual awards banquet and presentation of Golden Mike trophies for outstanding broadcast news achievements, Hollywood Plaza Hotel, Hollywood, Calif.

Nov. 20—Comments due in FCC proposed rulemaking (Docket 6741) to duplicate Class 1-A clear channels in various sections of the U. S.

*Nov. 21—UPI Broadcasters of Pennsylvania eastern and central regional meeting, WIP Philadelphia studios.

Nov. 22-24—American Bar Assn. national conference on judicial selection-administration, Chicago. In conjunction with American Judicature Society and Institute of Judicial Administration. News, government, political and bar group representatives are invited. Radio, tv and press will receive special invitations to attend a "landmark" meeting to discuss basic problems of the courts, "with emphasis on better methods of selecting judges."

Nov. 23—Sales Marketing Executives of Chicago and Milwaukee, combined meeting, Congress Hotel, Chicago. Speaker: Robert Hurleigh, president, MBS.

Nov. 23-25—Women's Advertising Clubs' midwestern intercity conference, Oakton Manor, Pewaukee, Wis.

Nov. 24—Radio & Television Executives Society timebuying-selling seminar. Henry Brenner, president, T. V. Q., and Albert E. Sindlinger, president, Sindlinger & Co., answer "What's New In Nose Counting?" Hotel Lexington, New York, noon-2 p.m.

*Nov. 25—Radio & Television Executives Society luncheon. Irving Gitlin, creative projects executive, CBS News; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 27-29—National Assn. of Tv & Radio Farm Directors annual fall convention (in conjunction with International Livestock Exposition and 4-H Congress), Conrad Hilton Hotel, Chicago. Nov. 30—Chicago Area Agricultural Assn. luncheon hosted by NATRFD.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, president, CBS News; Edward Stanley, public affairs director, NBC; Ralph Renick, past president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

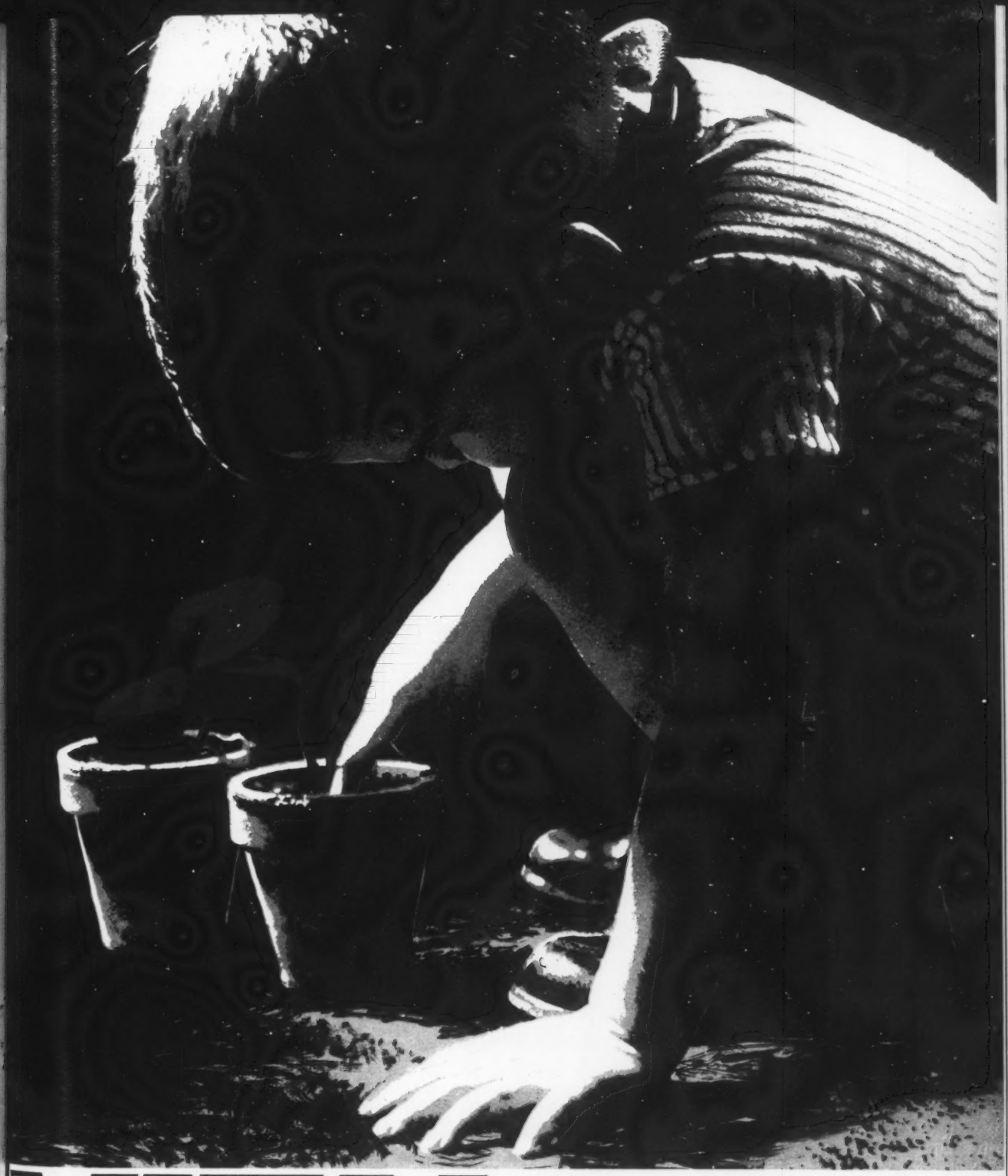
Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

*Dec. 1—Advertising Research Foundation annual business meet, Hotel Sheraton-East, New York.

Dec. 1—Radio & Television Executives Society timebuying-selling seminar. George Huntington, vice president-general manager, Television Bureau of Advertising and Horace S. Schwerin, president, Schwerin Research Corp., delve into "Sponsor



VITAL

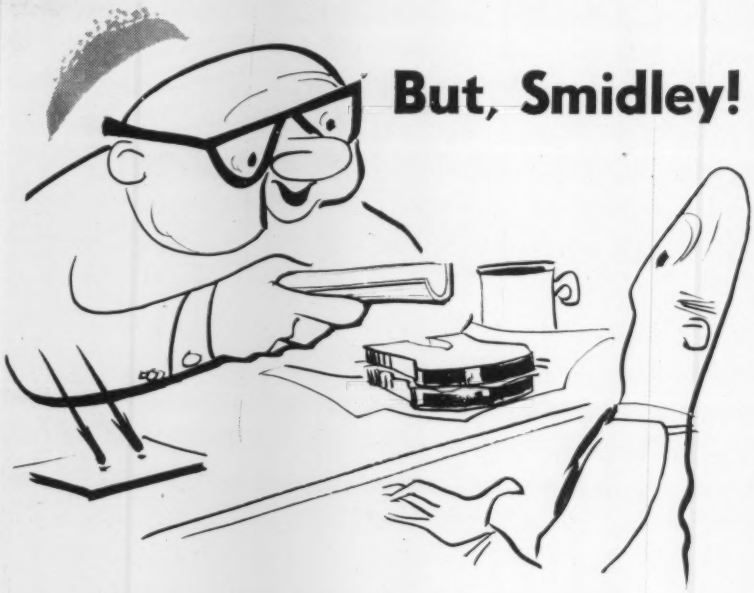
to Houston

. . . is the growth that has been experienced over the last dozen years which makes it the most remarkable metropolitan area in America. Billions in building and population surge well past the two million mark attest to the past and present vitality — the future economic opportunity.

Vital to Houston too is KTRK-TV, keeping pace with this growth as it offers ever-increasing quality of television service.

KTRK-TV The Chronicle Station

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT



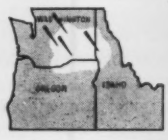
You're the time buyer.

You're the boy we're counting on to spot these things. Here's a market with more drug sales than Toledo or St. Paul . . . more gas station sales than Denver or Boston and you slipped up on it. Smidley, this Cascade Television network is a "must" buy as far as I'm concerned. Think of it, a market like that with just one television operation serving it all.

CBS

NBC

CASCADE TELEVISION



KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

Identification—What's It Worth?" Hotel Lexington, New York, noon-2 p.m.

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 4—NAB convention committee, NAB headquarters, Washington.

Dec. 8—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Dec. 8—Academy of Television Arts & Sciences forum on tape vs. film, Beverly Hilton Hotel, Beverly Hills, Calif.

Dec. 8—Advertising Club of Boston, Hotel Statler. Speaker: Robert Hurleigh, president, MBS.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

***Dec. 11—American Federation of Tv & Radio Artists** theatre party for benefit of George Heller Memorial Foundation, ANTA Theatre, New York.

Dec. 15—Radio & Television Executives Society timebuying-selling seminar. Kevin B. Sweeney, president, Radio Adv. Bureau, presents latest radio data. Hotel Lexington, New York, noon-2 p.m.

***Dec. 15-16—Senate committee on communications holds hearings on tv boosters and community tv systems** in Casper, Wyo. Sen. Gale McGee (D-Wyo.) will preside.

Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball. Beverly Hilton Hotel, Beverly Hills, Calif.

JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 22-24—Advertising Assn. of West midwestern conference, Lafayette Hotel, Long Beach, Calif.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 29—Adcraft Club of Detroit, Statler Hotel.

ANHEUSER—BUSCH CHEVROLET DEALERS JAX BEER P. BALLANTINE & SONS THE R. J. REYNOLDS TOBACCO CO. SUN OIL COMPANY ARMOUR & CO.
WEWS, Cleveland KOA-TV, Denver WTOP-TV WPIX, NY WMAR-TV, Baltimore KXLY-TV, Spokane
PHILLIPS PETROLEUM SCHLITZ KROGER CO. DONOVAN COFFEE
SOLD IN 155 MARKETS!
HOLSUM BREAD PROGRESSO FOODS SCHOENLING BREWING
KHVH-TV, Honolulu WSM-TV, Nashville WGN-TV, Chicago KDKA-TV, Pittsburgh KCSJ-TV, Pueblo
AMERICAN MOTORS—RAMBLER BLUE PLATE FOODS CLOVERLEAF DAIRY CONSUMERS COOPERATIVE ASSOC. DR. PEPPER BOTTLING

SHOTGUN SLADE STARRING SCOTT BRADY!

SIGHTED SLADE SIGNED SAME

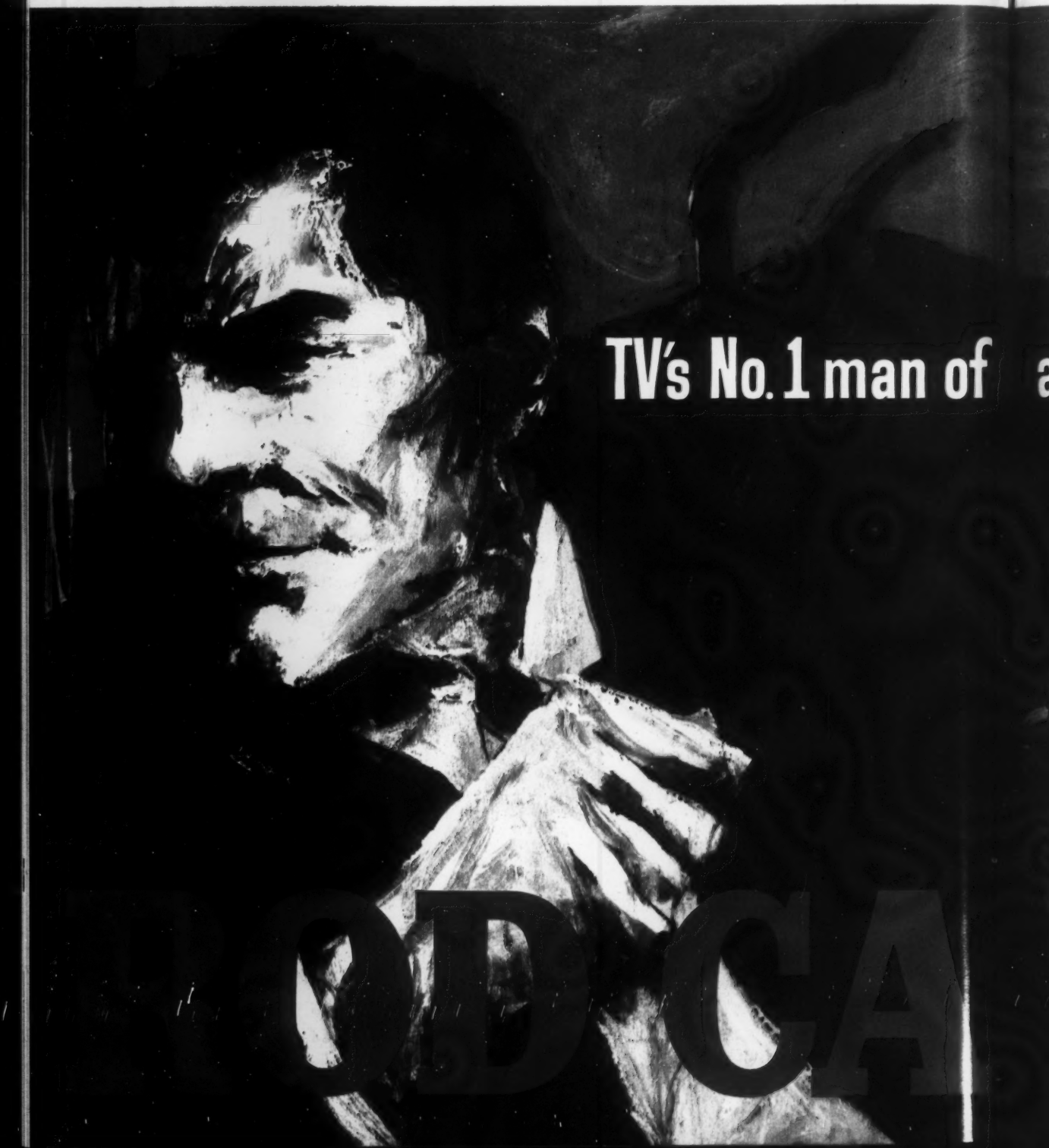
AMERICAN MOTORS – RAMBLER ... ANHEUSER-BUSCH ...
ARMOUR & COMPANY ... BALLANTINE (*27 mkts.*) ...
BLUE PLATE FOODS (*major Southern mkts.*) ...
CHEVROLET DEALERS (*2 mkts.*) ... CLOVERLEAF DAIRY ...
CONSUMER COOPERATIVE ASSOC. (*5 mkts.*) ...
DONOVAN COFFEE (*2 mkts.*) ... DR. PEPPER BOTTLING ...
HOLSUM BREAD (*2 mkts.*) ... JAX BEER (*major Southern mkts.*) ...
KROGER CO. ... PHILLIPS PETROLEUM ... PROGRESSO FOODS ...
R. J. REYNOLDS TOBACCO CO. (*11 mkts.*) ... SCHLITZ BREWING ...
SCHOENLING BREWING ... SUN DRUG ... SUN OIL (*4 mkts.*) ...
PLUS KEY STATIONS BY THE SCORE!

For the same screening that pre-sold this new "top 10" contender, call your MCA representative today.

mca INC
TV FILM SYNDICATION

598 Madison Avenue, New York 22, N. Y. PLaza 9-7500
and principal cities everywhere

CORONA



IADO 9

39 ALL-NEW FIRST RUN HALF HOURS

Pre-sold in 67 markets to Falstaff Brewing

f action in a slam-bang adventure series!

He's Rugged . . . his two-fisted approach marks him as a man's man, the ace private investigator.

He's Resourceful . . . with hair-trigger reflexes and the sharp wits of a former Naval Intelligence officer.

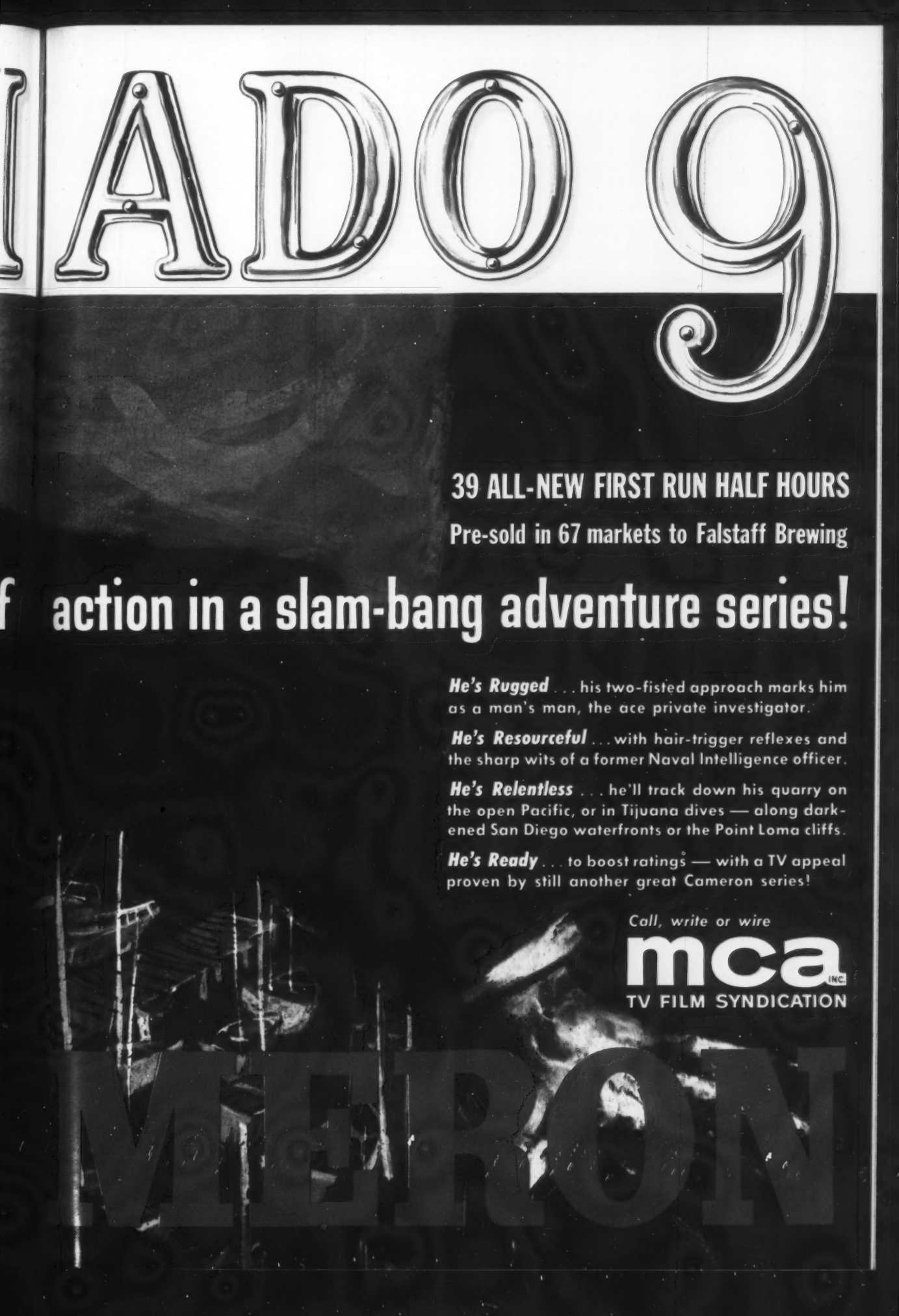
He's Relentless . . . he'll track down his quarry on the open Pacific, or in Tijuana dives — along darkened San Diego waterfronts or the Point Loma cliffs.

He's Ready . . . to boost ratings — with a TV appeal proven by still another great Cameron series!

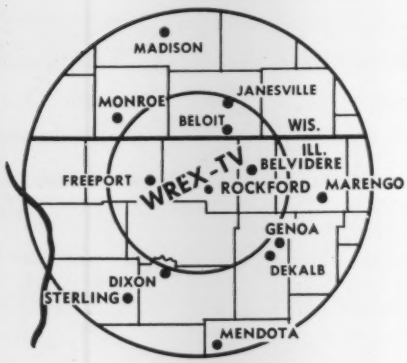
Call, write or wire

mca INC.

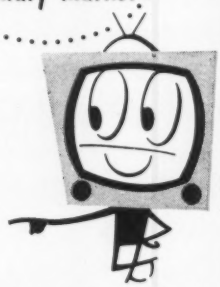
TV FILM SYNDICATION



WREX-TV
new, wide range
with HIGH POWER 229 KW VIDEO 115 KW AUDIO



Spans a Billion $ Rockford primary market



COVERS ALL OF 14 COUNTIES AND MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass $1.1-billion potential . . . widens the "secondary" range of influence to include a total $2.5-billion.

ROCKFORD MARKET

TOPS IN SALES POWER!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.

The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year!

TOTAL MARKET:	
Population	1,343,651
Households	413,099
Spendable Income	$2,502,773,000
Retail Sales	$1,768,295,000

WREX-TV COVERAGE

WREX-TV spans audience interest . . . comparative rankings of top programs, ARB area survey, shows 33 of top 37 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropolitan Area — station share of sets-in-use summary — for 4 weeks

Source ARB Oct. 21 - Nov. 19 — 1958

	WREX-TV	Station B
Mon. — Fri.		
Sign-on to Noon	56.3*	48.4
Noon to 6:00 PM	70.3	28.7
6:00 PM to Mid.	55.1	43.8
All Week — Sign-On to Sign-Off	59.2	40.7

*Shares — station on less than the station telecasting the most quarter hours during particular period.

WREX-TV
CHANNEL 13 ROCKFORD
J. M. BAISCH, Gen. Mgr.
ABC - CBS AFFILIATION
Represented By H-R TELEVISION, INC.

Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 5—Advertising Federation of America mid-winter conference, Statler-Hilton Hotel, Washington.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teen-agers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executives Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Bert R. Briller, director of tv sales development, ABC-TV, and Arthur H. McCoy, executive vice president, John Blair & Co., on "Selling Through Presentation—Or From The Hip." Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

***Feb. 19—Sales Executives Assn.** and **Advertising Club of St. Louis,** combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

***Feb. 23—Radio & Television Executives Society** timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

***Feb. 24—Academy of Television Arts & Sciences** forum on good & bad programs, Beverly Hilton Hotel, Beverly Hills, Calif.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

***March 1—Radio & Television Executives Society** timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

strong links pull more sales
in California's Major Market

Now... the strong sales potential of
America's 2nd largest market...

LOS ANGELES

...linked to the strong,
cost-efficient... facilities of...

KRKD

THE ALBUM STATION

1150 ON YOUR RADIO DIAL

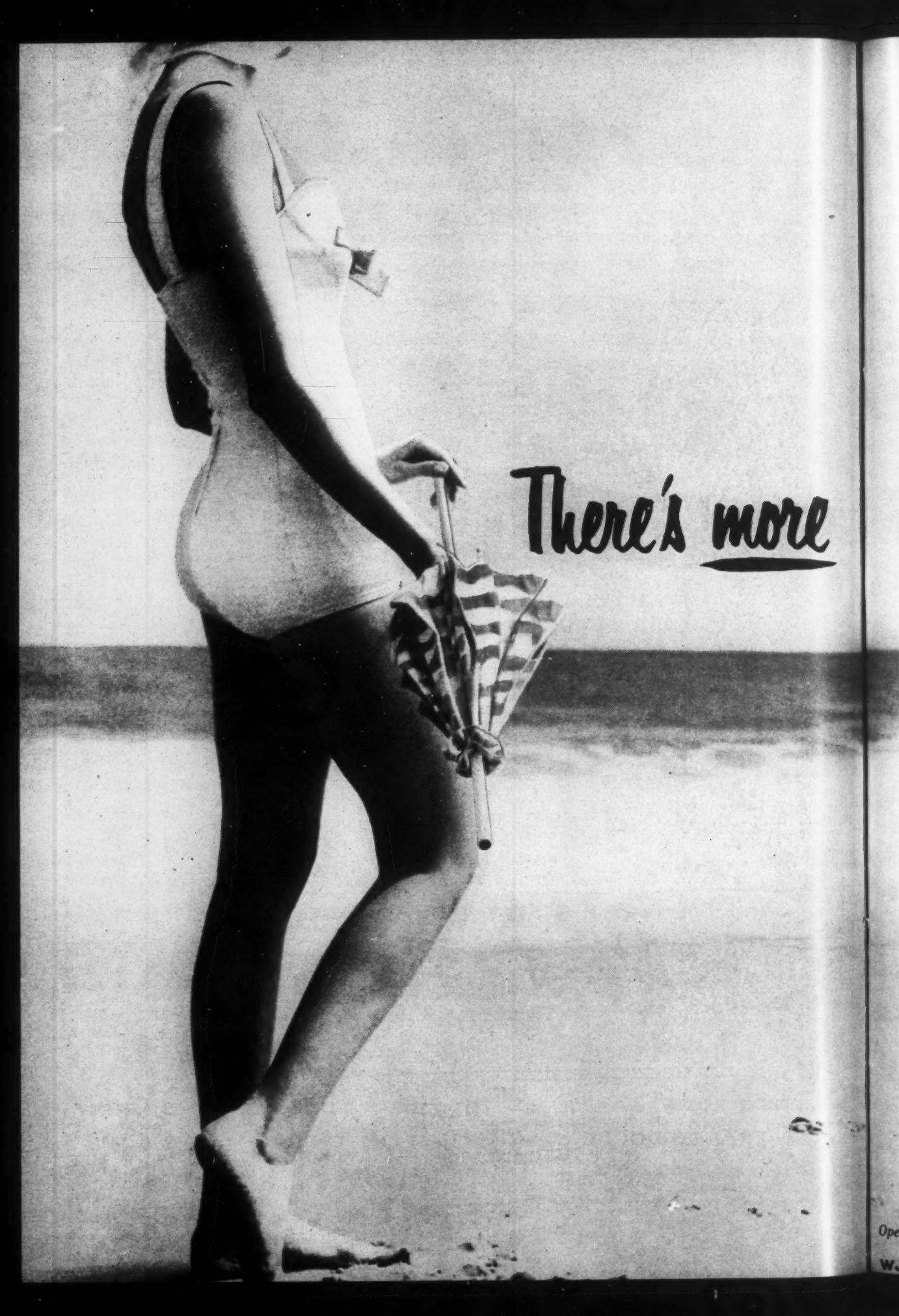
are sold nationally by...

AVERY-KNODEL

INCORPORATED

exclusive national sales representative

NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE


There's more

to Florida...

There's **WJXT** in Jacksonville, with figures that stand out anywhere: Such as 166 out of 168 quarter-hour wins in the latest Nielsen ratings between 6 p.m. and midnight. Such as *twice* the television homes during those same nighttime hours. Such as well over double the coverage day or night . . . with 66 vs 28 counties in Northeast Florida and South Georgia served by WJXT. It all adds up to one irresistible conclusion . . . there's more, *much more* to WJXT!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

BEST SELLER IN HOUSTON . . .

American Airlines
American Lamb Council
Armour Company
Arthur Murray
Baker's Hair Tonic
Ben-Gay
B.C.
Blackberry Julep Quicktail
Blue Cross
Borden's Evaporated Milk
Bromo-Seltzer
Busch Bavarian Beer
Cadillac
Camel Cigarettes
Champion Spark Plugs
Chevrolet
Cook Book Bread
Cream of Wheat
Dash Dog Food
Economics Labs
Eveready Batteries
Falstaff Brewing
Feenamint and Chooz
Folger's Coffee
Ford Cars
Ford Trucks
Gillette Safety Razor
Hormel Packing Co.
Hostess Donuts
Jones Blair Paints
Kuhn Paint Company
Ladies Home Journal
Lone Star Beer
Mercury
Mexsana Powder
Mrs. Baird's Bread
My-T-Fine
National Airlines
No-Doz
Oak Farms Dairies
Odorono
Pacquins Hand Cream
Pall Mall
Peacemaker Flour
Pearl Beer
Poll Parrot Shoes
Prestone Anti-Freeze
Q-Tips
Ralston Corn Chex
Rayco
R.C. Cola
Red Heart Dog Food
Riviera Cigarettes
St. Joseph Aspirin
Schlitz Beer
Seven-Eleven
Shulton Desert Flower Hand and Body Lotion
Silk 'N Satin
Sinclair Oil
Southwestern Bell Telephone
Stanback
Swell
Swifts Meats
Tampa Nugget Cigars
Tennessee Life Insurance
Texas State Optical
Trans-Texas Airways
Trig
Winston Cigarettes
Wrigleys

AIMS Association of Independent Metropolitan Stations

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS JAckson 3-2581

OPEN MIKE

Tv quiz scandal

EDITOR:

You can be darn sure I don't read all the issues of all my member publications, but I do try to keep on the alert for special things.

So, I've been going pretty carefully through current issues of BROADCASTING to observe your treatment of the big news that has your industry at the boiling point [House quiz probe]. And I want to express to you and your staff my tremendous admiration for the way you're handling this unhappy situation. According to my lights, this is journalism of the highest order.

William K. Beard
President
Associated Business Publications
New York

EDITOR:

. . . The creation of illusion in stagecraft requires a certain amount of license on the part of the producers to use deception. I, for one, believe it is the prerogative of program producers to enhance dramatic value through these devices so long as the public is not defrauded.

Some of the proposals being advanced . . . on how far the industry should go in order to be "pure and honest" seem to me to be utterly ridiculous.

For tv's sake, let's not lose our heads.

Alex Keese
Director of Radio-Tv
WFAA-AM-FM-TV Dallas

EDITOR:

The reason for this note is to compliment you on your excellent bit of journalism in providing a survey on such short notice of the tv quiz scandal. As a newspaperman of the old school, this brought back old times when there was real enterprise in the Fourth Estate. Quite different from today when everything is dished up by the syndicates and individualism has been pushed out the window.

W. B. Geissinger
W. B. Geissinger & Co.
Los Angeles

EDITOR:

Shakespeare must have anticipated the current Congressional committee "investigation" into television quiz shows when he penned "Much Ado About Nothing."

. . . with such bigger untouched fields of investigation and reform—the hospitalization-medico racket, . . . the government's own spending methods and waste . . . and many others—why waste

KMJ-TV NOW SHOWING

THE NEW MGM

FILM PACKAGE

Featuring such outstanding hits as:

Anna Karenina	**Dinner at Eight**
The Good Earth	**The Barretts of Wimpole Street**
Mata Hari	**The Philadelphia Story**
Rage in Heaven	**Ninotchka**

The Women

Never before shown in Fresno, they will attract a large and attentive audience.

KMJ·TV FRESNO, CALIFORNIA • THE McCLATCHY BROADCASTING COMPANY

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

. . . *is* Miami, reports McGavren's Ed Argow !

Day after day after day, more and more Miamians are tuning to 1260 on the dial. Starting from scratch less than a year ago, WAM-E zoomed up to number two* in the highly competitive Miami market. HOW? Because Whammy believes it takes more — much more than a news wire and a couple of turntables to make a top-rated radio station. Whammy believes it takes —

1. Imaginative musical programming blended with fast moving production by top radio personalities.
2. A constant, identifiable sound—a perfect balance of news and music upon which Miami can depend, always, for the best in entertainment and information.
3. Intelligent, farsighted management that knows the Miami market solidly.

Account & media people at J. Walter Thompson, Miami, go over Miami radio story with McGavren rep. Ed Argow.

Austin Burke, Miami's leading mens clothier, discussing with Ed Argow his use of WAM-E to exclusion of other stations.

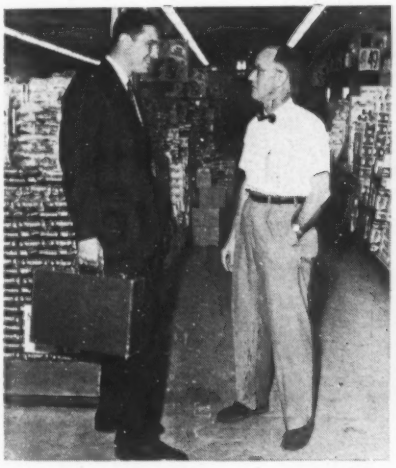
**Hooper ratings August-September*

FOR FACTS YOU CAN USE ABOUT MIAMI

. . . ask the "McGavren Man" who knows!

It is a *new* policy of the McGavren Company to have a McGavren man visit each market and work at the station level at all phases of station operation . . . making local calls . . . visiting industries . . . talking with retailers. After an extensive survey of the local market, the McGavren man prepares a detailed market report which is given to all McGavren offices and to all time buyers.

For facts you can use about Miami, ask Ed Argow, the McGavren Man from New York who has spent several weeks in Miami and has first-hand knowledge of the Miami market . . . the station . . . and the people who run it.



Ed Argow, McGavren New York, with Lou Buzzell of Shell City, world's largest volume supermarket and exclusive WAM-E advertiser.

Argow working as local salesman for WAM-E gets feel of the city and station's wonderful acceptance in the market.

Argow being advised on WAM-E's production and facilities by Murray Woroner, Station Manager, and WAM-E Disc Jockey, Bruce Bradley.

WAM-E *represented nationally by*

DAREN F. McGAVREN CO., INC.

Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • SEATTLE • ST. LOUIS

1949 10th 1959
anniversary
WOC-TV Ch. 6
Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC

Col. B. J. Palmer
President
Ernest C. Sanders
Resident Manager
Pax Shaffer
Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position
company name
address
city zone state
Send to home address — —

* Occupation Required

further congressional time and taxpayers' money on such relatively trivial investigations as "was the tv quiz show fixed"?

. . . here's to tv, it's still a great medium. Would that Congress were taking its own responsibility to the people half as seriously—quiz shows notwithstanding.

Thomas J. MacWilliams
Radio-tv director
John L. Douglas & Assoc.
Bradenton, Fla.

British independent tv

EDITOR:

Congratulations on your concise and informative article on British independent television (BROADCASTING, Oct. 26).

I am sorry to see, however, that I am seriously misquoted. I did not say anything about "deploring the limitations of about 14% on film imports." What I did say was that any criticism of the amount of American film on British independent television was unjustified, as it only accounts for 14% of our permitted transmission time.

Alex Anson
Director of Sales & Advertising
Granada TV Network Ltd.
London

KING radio music survey

EDITOR:

Please send us 30 reprints on your feature story on KING Seattle's music survey that was carried on page 33 of the Oct. 12 issue . . .

J. E. Bradshaw
Vice President
WRFD Columbus-Worthington, Ohio

EDITOR:

Please send 200 reprints . . .

Lew Thuesen
Station Manager
KOYN Billings, Mont.

EDITOR:

. . . please forward 10 copies . . .

John Garry
Program Director
WTOD Toledo, Ohio

[EDITOR'S NOTE: Reprints available, 10¢ each.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

ONE ALWAYS STANDS OUT

To attract attention you can always stand on your head . . . or run your commercial backwards! A better way is to choose a station that has become a viewing habit to most people . . . *and in Shreveport that station is* KSLA-TV! Survey after survey has proved that KSLA-TV is the busiest marketplace in Shreveport . . . it virtually hums with viewer activity . . . *buying activity* for our advertisers' products!

Consistently good programming, complete news coverage, and a sincere interest in local activities have made . . . *and kept* . . . KSLA-TV the "standout television preference" in the Shreveport market. Even our "reps," Harrington, Righter & Parsons, won't need to stand on their heads to convince you . . . if you'll give 'em a chance to tell you the *complete* KSLA-TV story.

KSLA TV

CBS

channel 12 shreveport, la.

"TOMBSTONE

39 ALL NEW FIRST-RUN

STROH BREWING CO.
for 19 Ohio, Indiana and Michigan markets!

PACIFIC GAS & ELECTRIC
for San Francisco and 6 other California markets!

MORNING MILK
for Portland, Ore., Salt Lake City and 3 other Western markets!

MOLSON BREWING CO.
for Buffalo, Watertown and Plattsburg!

PEPSI-COLA
for Waco, Texas!

HOLSUM BREAD
for Baton Rouge!

KENNECOTT COPPER
for Phoenix!

BOUGHT IN OVER 96 MARKETS IN FIRST 20 DAYS!

PROVED AGAINST NETWORK COMPETITION!

On ABC in 1959

BEAT Edward R. Murrow's Person to Person, Dinah Shore Chevy Show, Phil Silvers, Donna Reed, Leave It To Beaver, Cavalcade of Sports, Buckskin and many others

86% OF THE TIME!
—Nielsen National, 1959

SENSATIONAL RATINGS

LOS ANGELES	CINCINNATI	DALLAS-FT. WORTH	CHARLOTTE	COLUMBUS
36.0% share of audience.	61.0% share of audience.	49.0% share of audience.	63.1% share of audience.*	43.2% share of audience.

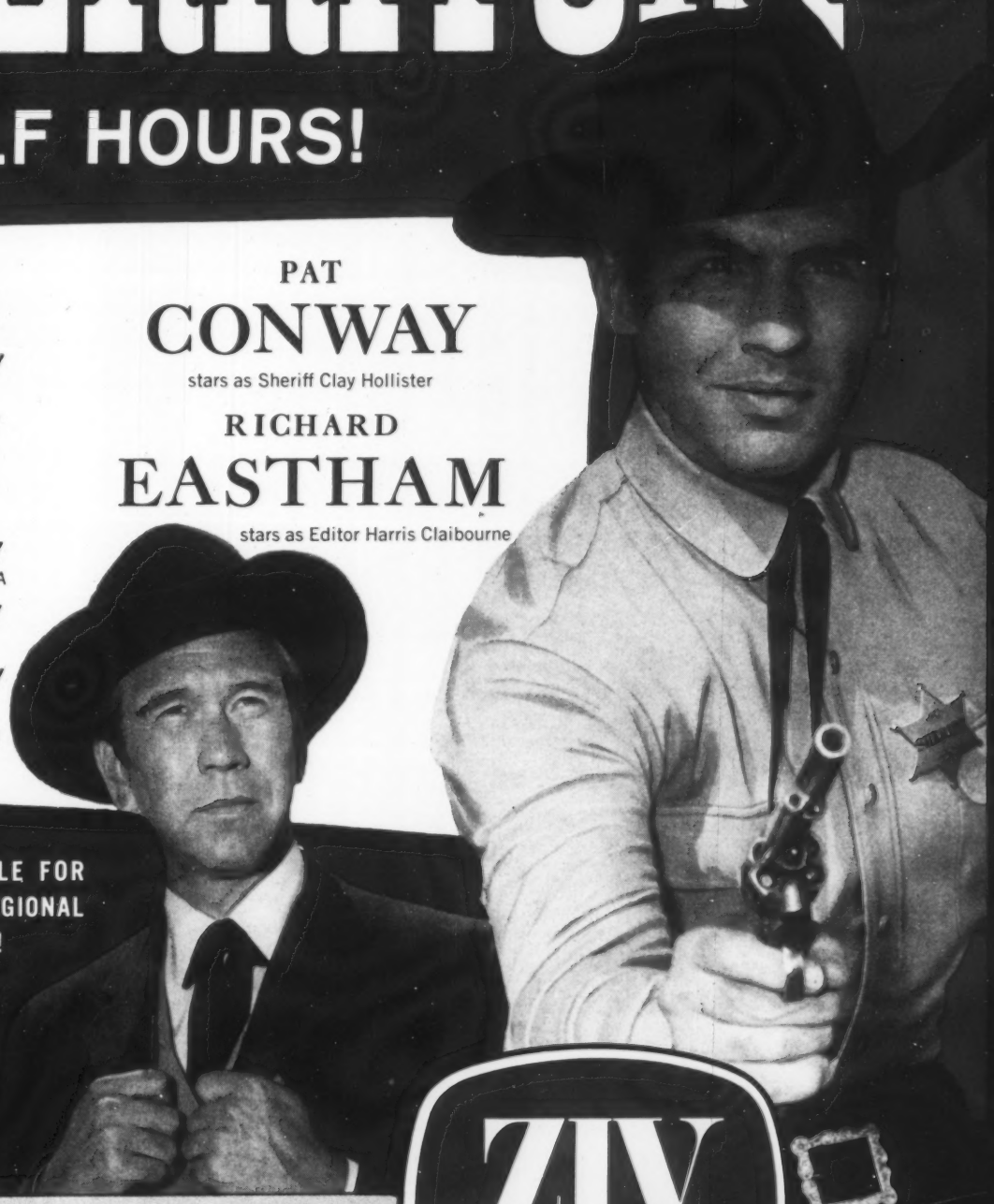
SEATTLE-TACOMA	SAN FRANCISCO	Johnstown-Altoona	PHILADELPHIA	Saginaw-Bay City
49.3% share of audience.*	35.8% share of audience.*	37.0% share of audience.	34.0% share of audience.	39.0% share of audience.

*4-week average

Source: Nielsen, Pulse, ARB June-Oct. '59

TERRITORY"

HALF HOURS!



WKY-TV
OKLAHOMA CITY

WFAA-TV
DALLAS

WWL-TV
NEW ORLEANS

KOA-TV
DENVER

WALA-TV
MOBILE-PENSACOLA

KSYD-TV
WICHITA FALLS

KHOU-TV
HOUSTON

and many more!

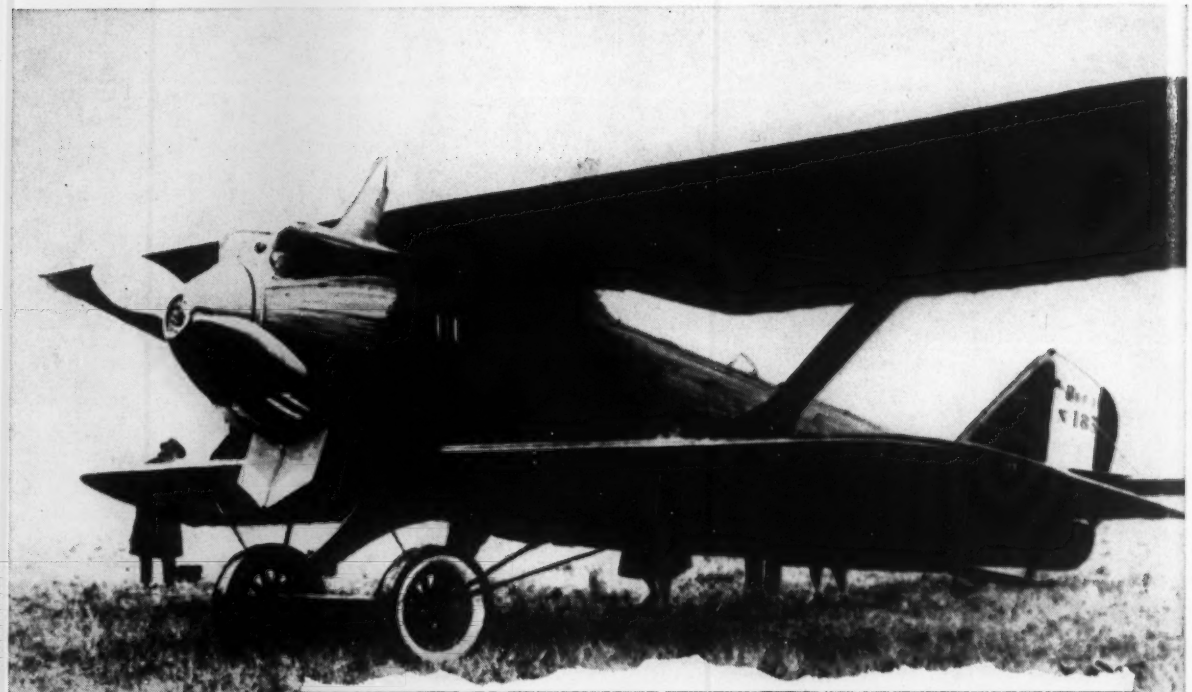
PAT
CONWAY
stars as Sheriff Clay Hollister

RICHARD
EASTHAM
stars as Editor Harris Claibourne

NOW AVAILABLE FOR LOCAL AND REGIONAL ADVERTISERS!

MEMPHIS	DETROIT	ROCHESTER
39.0% share of audience.	43.0% share of audience.*	44.0% share of audience.
SAN ANTONIO	**TOLEDO**	**MOBILE**
44.2% share of audience.*	48.0% share of audience.	53.0% share of audience.

ZIV Television



FRENCH FLYING ACE ESTABLISHES FIRST TRANS-AFRICA AIR ROUTE BETWEEN FRANCE–MADAGASCAR!

COMMANDER JEAN DAGNAUX LINKS PARIS, TANANARIVE

Jean Dagnaux

Tananarive, Madagascar, Feb. 10, 1927 – Commander Jean Dagnaux, famous World War flying ace, arrived here today after a daring series of flights from Paris. He piloted his Breguet 19 through Spain, over the Mediterranean, across the Sahara, and down the length of Africa to realize his lifelong ambition – the completion of an overland air route connecting

FIRST IN INTERNATIONAL AIR TRAVEL! The exploits of brave French airmen like Blériot, Bossoutrot, Noguès, Mermoz and Dagnaux have made aviation history since the very beginning of international flight. Air France still follows this great French tradition of leadership in aviation. Today Air France offers the most non-stop flights between New York and Paris and the fastest jet service in Europe and the Middle East aboard sleek, swift Caravelle Jets. Next year Air France plans to cover the world's most extensive route network with one of the world's largest pure-jet fleets, featuring the world's largest, fastest, most luxurious airliner–Air France 707 Intercontinental Jet.

AIR FRANCE

WORLD'S LARGEST AIRLINE / WORLD'S FIRST INTERNATIONAL AIR SERVICE

IN PROVIDENCE

WJAR is UP

In twenty-eight out of forty-nine daylight hours, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows an increase.

WJAR is UP

Twelve out of twenty traffic periods rated 6:30 A.M. to 9:00 A.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows increases.

WJAR is UP

Thirty-eight of the forty-nine daylight hour segments, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, June '58 vs. June '59) WJAR shows increases.

WJAR is UP

In twenty-three of twenty-four traffic periods, 6:30-9:00 A.M., and 4:00-6:00 P.M., (Pulse, June '58 vs. June '59) WJAR shows increases.

GET RESULTS!
BUY ADULTS!
BUY WJAR

NBC NEWS, SPORTS, MONITOR

Sister station of WJAR-TV
Represented proudly by Edward Petry & Co.

BROADCASTING PUBLICATIONS INC.

PRESIDENT.....Sol Taishoff
VICE PRESIDENT.....Maury Long
VICE PRESIDENT.....Edwin H. James
SECRETARY.....H. H. Tash
TREASURER.....B. T. Taishoff
COMPTROLLER.....Irving C. Miller
ASST. SEC.-TREAS.....Lawrence B. Taishoff

BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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* Reg. U. S. Patent Office

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YOU KCAN'T KCOVER TEXAS without KCEN-TV

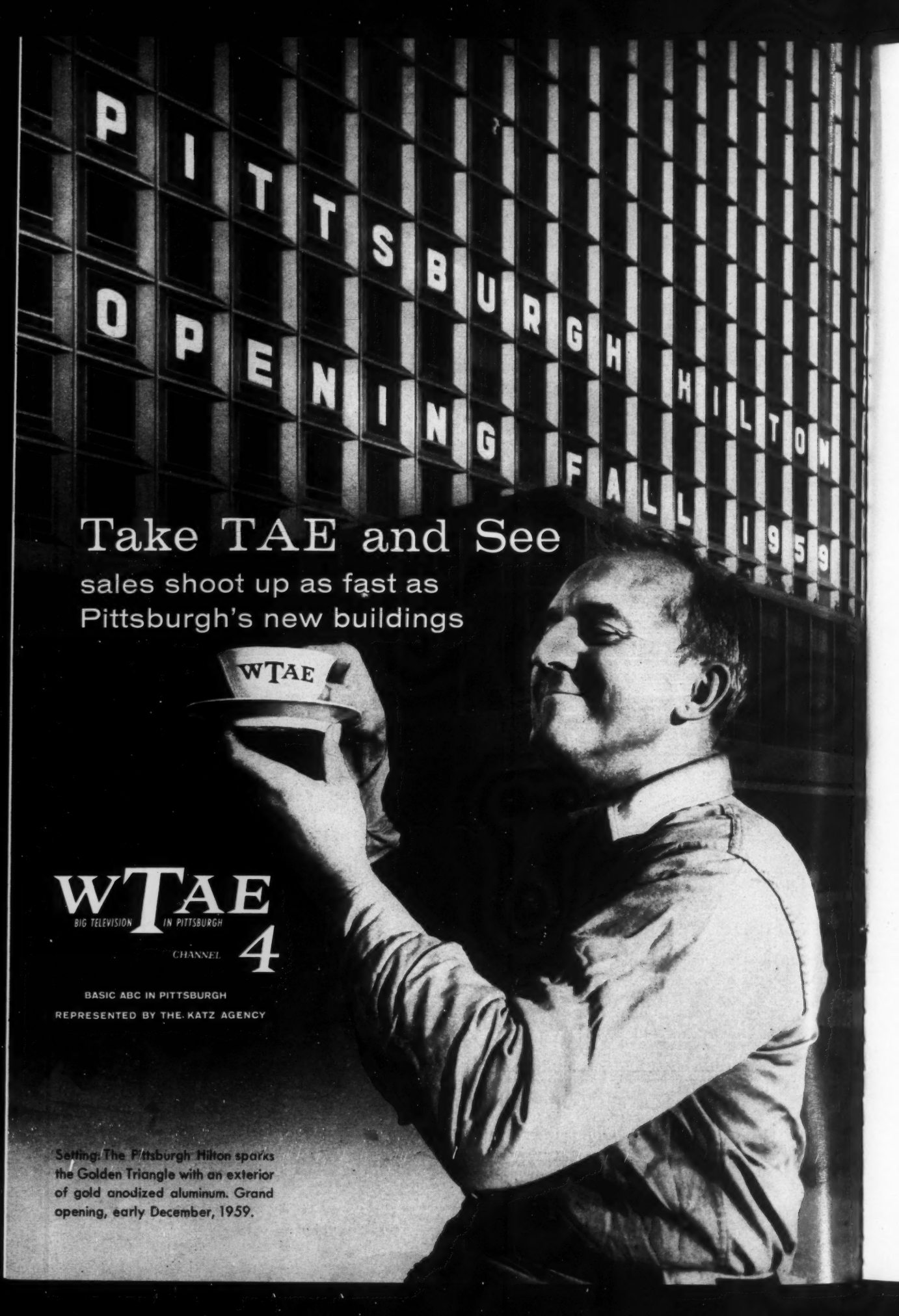
TALLEST!
our 833 ft. tower absolutely dwarfs anybody else's in the Central Texas area!

NBC CHANNEL 6 KCEN-TV
TEMPLE - WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

SOURCE: NIELSEN AND ARB, SEPT. 1959

STANDING ORDER: Month after month after month, for seventeen consecutive Nielsens, CBS Owned KMOX-TV has ranked first in St. Louis. Current share of audience: 39%... in a four-station market! (ARB's first four-week report confirms Channel 4's smashing leadership. Share of audience: 41%!) Represented by CBS Television Spot Sales


PITTSBURGH HILTON
OPENING FALL 1959
Take TAE and See
sales shoot up as fast as
Pittsburgh's new buildings
WTAE
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY
Setting: The Pittsburgh Hilton sparks the Golden Triangle with an exterior of gold anodized aluminum. Grand opening, early December, 1959.

MONDAY MEMO

from **FORREST F. OWEN JR.,** *vice president and manager, Wade Adv., Los Angeles*

Why kill good quizzes with the bad?

To those of us who were raised in the broadcasting business and who continue to work in or near this unusual medium the current outcry over quiz show outrages is a bitter pill. We cannot condone that which has been proved. Nor can we agree more with the honestly aroused congressmen who are doing a service to the industry and the American people.

Yet, surprisingly, we find little or no reaction from the broadcasting industry and the advertisers who use it that perhaps these unfortunate shows and the people who ran them may only be a small minority. We know that most of the people who run this amazing entertainment-public service-selling medium are honest. Why haven't we gotten this fact plainly in the record along with the sordid story of the corrupt few?

I remember my first network quiz show. This was the *Pontiac Varsity Show* which traveled from campus to campus in 1937-8. One week the show originated from my university, Michigan State, and I was one of the students used as announcers and performers. Nothing could have been more honest than its treatment of us and of the audience.

Then later I was agency director for the old *Quiz Kids* show. Our agency worked intimately with Lou Cowan and the late John Lewellen and their staff who produced this outstanding show. Although areas of interest and knowledge were explored when the children were found, the questions were not known in advance and the answers were completely "off the cuff." How often we cringed at those answers.

No Fix Here • We had plenty of work and some trouble and occasionally a dull show but there was no fix. There was no need—and certainly no inclination. In those days we traveled all over the country on war bond drive appearances and I think the city fathers of Dallas, Seattle, Salt Lake City, Philadelphia and many other cities can attest that the kids were uncoached.

This show, along with all other quiz shows which I was privileged to work during my broadcasting and, later, advertising career, was completely honest and presented exactly what it purported to be, an unrehearsed question and answer period with gifted children.

If I may discuss another show closely related to the quiz category and a tremendous prize donor over the years, it would be the long standing champ of the giveaway shows, *Queen For A Day*. Here is a show originated by a master showman and headed to this day by an ex-carnival barker turned performer, Jack Bailey. These people came from "show biz" and they know how to entertain. But anyone who knows Jack and has worked *Queen For A Day* for any length of time knows that the queens are selected in the audience each day on an openly-arrived-at basis which is made clear to the audience.

But the important point is that for every bad apple there are hundreds of good solid apples. Must we dump out the whole barrelful to get rid of the few rotten ones?

It seems a shame that governmental action is sought which might prevent for all time a sponsor or a network from producing a low cost, high audience interest, simple quiz program. These shows, along with giveaway and panel shows, have been the bread and butter fare of advertisers on all networks, both radio and television. All of us cannot afford a Fred Astaire spectacular or even a *77 Sunset Strip*. To eliminate from the medium an entire area of entertainment because a few miserable people have fouled their nest would be a form of industry semi-suicide.

Forrest Flagg Owen Jr. b. 1918 Philadelphia. Entered radio at age 15 sweeping out WELL Battle Creek, Mich., which his father managed. Worked way up through ranks at several stations, joining Wade Adv., Chicago, 1944, as director of Quiz Kids *on Blue Network for Miles Labs. After two years he became Wade's Los Angeles radio director. In 1954 he opened agency's New York Office but after two years he returned west to present post.*

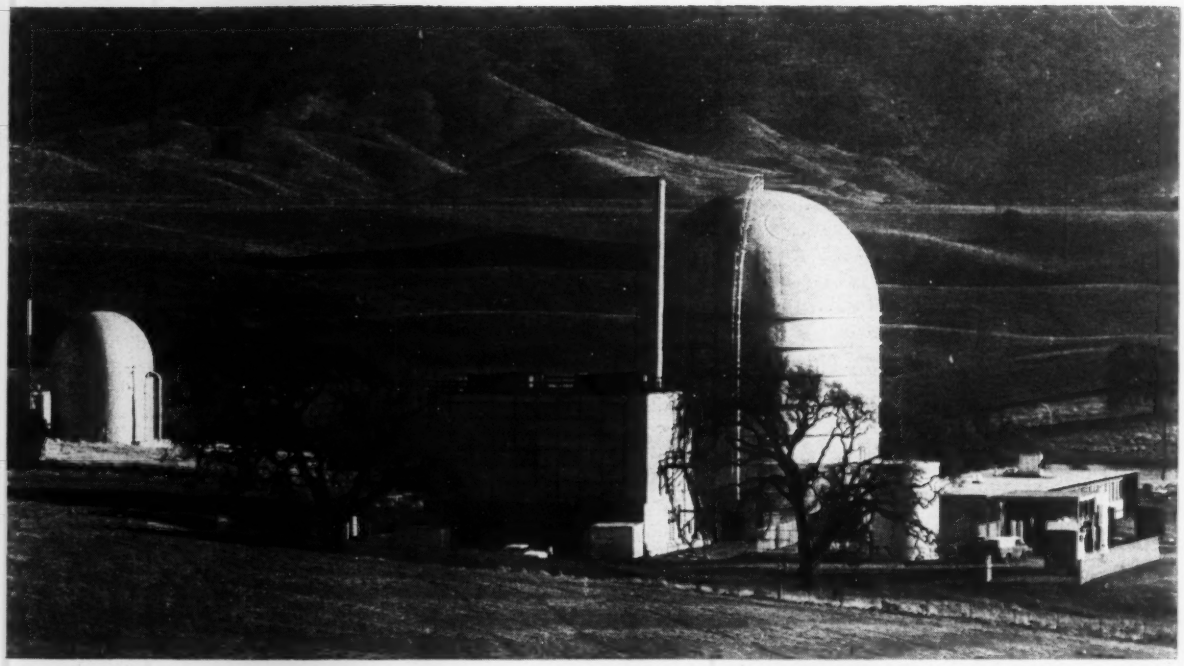
From the viewpoint of a broadcaster turned agency man, here is a matter which has been blown up all out of proportion by the failure of a few men to live with the moral law. Quiz shows are interesting, exciting and relatively inexpensive to produce. They can be intensely interesting without any "fixing." There are experienced, competent producers in the business who have always understood this and who can build such shows again. Maybe we need time to laugh at ourselves a little. Perhaps the next quiz show should be a new version of *To Tell the Truth*. Or perhaps all of us will need some months of retreat until the public will again believe in broadcasting integrity.

Public Will Punish • In any event, let the wrongdoers be punished, so far as the laws allow. But let us remember that a lot of others, not guilty save by association, are going to be punished with them. Both broadcaster and advertiser live on public opinion. When the public loses faith in our shows or our products they do the punishing by refusing to listen, to watch and to buy. The broadcasters are more concerned with the public convenience, interest and necessity than most people realize. Any agency man who has tried to defend a piece of copy which the station or network executive felt overstepped the bounds of truth or good taste can testify just how great the broadcaster's concern is for his public.

This is as it should be. The advertiser and his agency want to persuade the public to believe in and to buy one particular product or service. The broadcaster must keep them listening and believing hour after hour, day after day. The final decision as to what should or should not be seen and heard rests, as it should, with the holder of the license. The rest of us respect his right to have it as we respect his record of integrity.

Now is the time for all of us in advertising to let the broadcasters know how proud we are of their over-all record, how sure we are of their ability to remove surface flaws without cutting into the vital qualities which have made radio and tv the great media of entertainment and advertising they are.

Soon... Cheaper atomic power



General Electric Vallecitos Atomic Laboratory. Here, in California's Livermore Valley, U.S. Steel sponsors the first large-scale, privately financed study of radiation effects on steel. Project will hasten the advent of low-cost atomic power.

This G.E. technician adds a touch of glamour to the serious business of making a radiation count on foil samples removed from General Electric Test Reactor. She works in a mobile lab made available to the project.

with USS Atom Age Steels

BEFORE ATOMIC POWER can light our cities or run our industries efficiently, the cost of building and operating commercial atomic reactors must be reduced. The two big problems: high cost of nuclear fuel, and the need for better and less costly materials of construction.

Firsthand information on the effects of radiation on steel has not been easy to come by. The start-up of the General Electric Test Reactor, near Pleasanton, California, and the Westinghouse Testing Reactor near Pittsburgh has enabled U.S. Steel to launch the first large-scale private investigation of irradiated steels. These explorations will be carried out in private test reactors, wholly financed with private capital.

Today, U.S. Steel has scientists working full-time at Westinghouse and General Electric Atomic Laboratories; extensive applied research in nuclear steels is also being carried on at U.S. Steel's Monroeville Research Center.

From these tests will come new and improved atom age steels: stronger, more corrosion-resistant steels, steels that will hasten the advent of commercial nuclear power. The full effects of this vast U.S. Steel research program may not be felt for two, five, or even ten years. But, cheaper atomic power is on its way . . . because American industries like U.S. Steel are contributing to the research. United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

USS is a registered trademark

USS United States Steel

Clayton McDole, U.S. Steel scientist (second from left) supervises the removal of irradiated foil samples from General Electric Test Reactor. Information obtained provided a solid flux data foundation for the irradiation research of special reactor steels.

PACEMAKER!

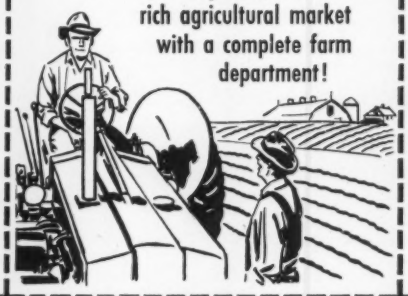
WOW-TV marks a decade of leadership in serving and selling the $2 billion Omaha market!

NEWS...

WOW-TV News is First in every Survey . . .

...FARM NEWS

The only station in this rich agricultural market with a complete farm department!



...MOVIES

MGM, Columbia, 20th Century Fox, R-K-O!

WEATHER...

The only Omaha Station with a professional meteorologist!

...COMMUNITY SERVICE

Two-time Peabody Award Winner!

...VIDEO TAPE

First and only Videotape Service in Omaha!

This brief story board covers only a few of the highlights in WOW-TV's first 10 years of leadership. Leadership that has *kept* Channel 6 "out front" since it began daily commercial broadcasting on August 29, 1949. Leadership in service . . . in programs . . . power to deliver what folks want to the greatest number of them! That's Channel 6, Pacemaker in Omaha!

FRANK P. FOGARTY
Vice President and General Manager
FRED EBENER, Sales Manager
BLAIR-TV, Representatives

WOW-TV *Channel* 6 *Omaha*

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 41

SARNOFF CITES TV CLEANUP

NBC to do own policing, tv affiliates told

NBC Board Chairman Robert Sarnoff rejected four previously suggested "solutions" to aftermath of tv quiz scandal last week and proposed instead course NBC would take: ferreting out deceptive practices which might exist in its shows and relying on constructive efforts to inform public of good that does exist in television.

His stand, announced at luncheon of NBC-TV affiliates meeting in New York, came just after President Robert Kintner gave affiliates 5-point creed of network operation: (1) not to abdicate any program format, but to root out deceptive practices which might exist within them; (2) continue to buy program product from all sources while programming substantial part at NBC itself; (3) take complete responsibility for what goes on air; (4) push color television, and (5) tell NBC's story honestly and fully.

These are "solutions" rejected by Mr. Sarnoff: abolition of quiz programs, appointment of industry "czar" with broad police powers, adoption of British commercial tv system and increased regulation by government.

Mr. Sarnoff explained again new investigative unit set up within network to seek out deceptions and recommend security procedures. (Unit was announced by President Kintner in testimony to House Legislative Oversight Committee [BROADCASTING, Nov. 9]). He took pains to describe unit as not private police force, but rather executive staff group "to separate gray areas into black and white, into acceptable and non-acceptable."

Good Time for TIO • NBC chairman also charged newly formed Television Information Office with responsibility of seeing that public is informed of tv's contributions and commented that while many thought this unfortunate time for TIO to begin operation, he considers it best possible time. "The need to delineate between the malpractices of the few and the constructive and fruitful efforts of the many in this industry has never been more compelling," he said.

Mr. Sarnoff said enterprises other than television are infected with wrongful practices. He mentioned "payola" specifically, noting the announced investigation in that area and indicating it may prove a healthy thing. He admonished stations to be alert to creation of "false impression" that wrongs are committed only in broadcast.

Mr. Sarnoff concluded remarks by quoting Sen. John Kennedy (D-Mass.) that "in time we will look back to the present difficulties as merely a misstep on a long and ultimately successful climb."

Earlier in day top network executives went before open meeting of affiliates to sketch for them details of NBC-TV's "diversified" program structure. Key element was Cellomatic presentation narrated by network sales chief Don Durgin; it was notably well received. Mr. Kintner made statement that NBC-TV would rise or fall on diversified program concept. David Levy, programming head, led other program executives in description of projects now underway.

Sec. Mitchell against new federal tv laws

Labor Secretary James P. Mitchell, speaking Nov. 12 before alumni of Boston U., said he was against new government regulation of tv as result of quiz show disclosures. He said real trouble is "an educational system that teaches the prices of everything and the values of nothing. . . . A truly educated people would make any regulation of their own means of communicating unnecessary."

Mr. Mitchell said best remedy would be self-regulation by industry, but radio-tv officials "have a responsibility they have not exercised to the fullest." Secretary also hit "commercial domination" of tv industry which "has frustrated the brilliant hopes society once had for that medium's ability to enrich and improve lives. . . . One of the most powerful, certainly the most attractive forms of communication ever devised by man has been used not as a spokesman but as a salesman."

Chicago 'payola'

Police escort has been assigned for Phil Lind, personality at WAIT Chicago, in wake of threats on his life for revealing interview with record company officials who alleged payoffs to local disc jockeys. Disclosure of escort was made by James McMahon, Chicago deputy chief of detectives, who said police received reports of threats. Meanwhile record distributor charged in story published in *Chicago American* that he was unable to make top 40 among local stations because d.j.'s solicited payola and he declined. He said studies show his records failed to make dent in Chicago market, claimed to account for about 6% of nation's retail record sales, but that Milwaukee market received more than its share per capita.

Democrats select GB&B as 1960 agency

Democrats' 1960 presidential campaign will be handled by Guild, Bascom & Bonfigli, Democratic National Chairman Paul M. Butler announced last week. Agency headquarters in San Francisco.

Mr. Butler said GB&B, which also has offices in Hollywood, Seattle, Chicago and New York, has "won many prizes for the effective and interesting campaigns it has conducted for national clients." He said agency was picked after many interviews with principals and exhaustive work by agency staff and that besides having "great skill and success" in "field of honest communications," GB&B also "believes strongly in its new client."

Chairman Butler said that, contrary to reports that Democrats had faced "a sort of boycott" by big agencies, "many highly successful and growing agencies of various sizes" sought Democratic account, thus making final choice difficult.

GB&B President Walter Guild said agency will start to work "immediately" and put all its skills at service of Democratic Party so latter can get maximum effectiveness from public communications media in putting "its great record and its great program" before voters in "clear focus" next year.

Newton to head SDX

V. M. (Red) Newton Jr., managing editor of *Tampa* (Fla.) *Tribune* (WFLA-AM-FM-TV), over weekend was slated for election to presidency of Sigma Delta Chi, national journalistic fraternity, at golden anniversary convention in Indianapolis. He succeeds James A. Byron, news director, WBAP-AM-TV Fort Worth, first broadcaster to head fraternity. Nomi-

nated for membership on executive council, usually stepping stone to presidency, is Ted Koop, director of news, CBS Washington, former president of National Press Club and of Radio-Television News Directors Assn.

Resume Senate probe on influence peddling

FCC Chairman John C. Doerfer will be first witness when Senate subcommittee resumes hearing this Thursday on federal agency reform bills (BROADCASTING, Nov. 2). Headed by Sen. John Carroll (D-Colo.), Subcommittee on Administrative Practices & Procedures will take its second round of testimony on S 600, establishing an Office of Federal Administrative Practice, and S 2374, making it crime to attempt to influence commissioners and hearing examiners.

Secretary of Agriculture Ezra T. Benson, Securities & Exchange Chairman Edward Gadsby and Dept. of Interior Secretary Fred Seaton are other Thursday witnesses. On Friday, Civil Aeronautics Board Chairman James Durfee, Jerome Kuykendall, head of Federal Power Commission, Trade Commission Chairman Earl Kintner and Kenneth H. Tuggle, Interstate Commerce Commission chairman, will testify.

S 2374 was introduced by Sen. Carroll at request of American Bar Assn. Its provisions banning off-the-record contacts were criticized by Sen. Everett Dirksen (R-Ill.), subcommittee member, and other senators during hearing last summer (BROADCASTING, July 27). S 600 was introduced by Sen. Thomas Hennings (D-Mo.). Sen. Philip Hart (D-Mich.) is third member of subcommittee.

Following this week's sessions, Carroll body plans to take testimony on bills from trade associations and attorneys practicing before agencies.

Mack trial postponed

Retrial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside, scheduled to begin Nov. 12, has been postponed indefinitely pending appeal by defendants to U.S. Supreme Court against denial of their motion for acquittal. Judge Charles F. McLaughlin of U.S. District Court in Washington decided to hold up new trial pending appeal. Defendants, charged with criminally conspiring to obtain FCC's 1957 award of Miami ch. 10 to subsidiary of National Airlines, were tried in same court under Judge Burnita S. Matthews during April-July this year, but trial ended in hung jury.

Rockefeller's news policy unpopular

Large group of radio-tv newsmen representing Los Angeles stations and networks walked out on news conference held by New York Gov. Nelson Rockefeller in that city Nov. 12 when potential presidential candidate held firm to his policy to stage news conference in two parts, first for newspapers and second for radio-tv.

Newsmen earlier had wired Gov. Rockefeller they expected to be included in single conference and had equipment set up in room ready to go. Argument with governor over his refusal was recorded by tv cameras for newscasts that night.

"We believe that there is a right involved," Hugh Brundage, news director of KMPC Los Angeles and president of Radio and Tv News Club of Southern California, declared. "This is the right of all news gathering media to attend one news conference together," he said.

Clete Roberts, KTLA (TV), and Grant Holcomb, KNXT (TV), both Los Angeles, said they would not tolerate "separate, but equal facilities," Mr. Holcomb telling governor answers to questions at second news conference tend to look rehearsed. But Gov. Rockefeller replied, "I'm not rehearsed."

Radio-Television News Directors Assn. also protested Mr. Rockefeller's action. William Small of WHAS Louisville, RTNDA president, urged reconsideration in wire to New York governor.

AFA, others oppose tax on political ads

Strong opposition was voiced in Washington Nov. 12 to proposed Internal Revenue Service ruling that advertising expenditures for political campaigns, lobbying, promotion or defeat of legislation would be subject to taxation.

C. James Proud, president and general manager of Advertising Federation of America, said regulation could be applied to virtually all advertising, thus in effect making tax collector censor. Mr. Proud, first of approximately 50 witnesses who testified before three-man IRS panel, urged that order be postponed until Congress has acted (six bills now are pending to reverse ruling).

Joel Barlow, representing U.S. Chamber of Commerce, said regulation would launch IRS "on a sea of uncertain and dangerous regulation of expression of opinion." AFL-CIO and nine other labor unions appeared against regulation.

Asks 'free' air time

New York state political leader has suggested way to put bloom back on tv rose—give political parties free time month prior to next year's presidential election.

Not only will such move be good for broadcasting, said Democratic leader Michael H. Prendergast, but it'll help political parties too.

Mr. Prendergast, chairman of New York State Democratic Committee, made suggestions Nov. 12 in speech to Long Island U. students. He said radio and tv expenses make up about 45% of campaign costs of both parties and month-long free ride on airwaves would go long way toward alleviating "staggering" burden faced by both major parties in raising campaign funds. And, he added, move "would go a long way toward removing any misconceptions" quiz scandals may have aroused about good works of broadcasters.

KGIL sold, KXYZ near; FCC approves others

Two big city radio stations are changing hands—one sale being announced, other in process of negotiation.

• Richard D. Buckley and John B. Jaeger announced Nov. 12 purchase of KGIL San Fernando, Calif. (Los Angeles area), from Pierce Brooks Broadcasting Corp. Price was $800,000 cash. Messrs. Buckley and Jaeger own WHIM Providence, R.I., acquired in 1957, and WDRC Hartford, Conn., acquired last July. Transaction handled by Edwin Tornberg Co. KGIL operates on 1260 kc with 1 kw and holds cp for 5 kw.

• Nafi Corp., owner of KPTV (TV) Portland, Ore., and purchaser of KCOP (TV) Los Angeles, is negotiating for purchase of KXYZ Houston, Tex. Price understood to be over $500,000. KXYZ is 5 kw on 1320 kc with ABC affiliation. Nafi Corp. also is still negotiating for purchase of KOBY San Francisco (BROADCASTING, Aug. 17).

Following sales approved by FCC Nov. 12:

• WBRB Mt. Clemens, Mich.: Sold to Wright & Maltz Inc. (owner of

WTTF Tiffin, Ohio) for $147,699.

• WDVM Pocomoke City, Md.: Sold to Ernest Tannen for $120,000 plus option to purchase land for $2,500.

• WILLY Richmond, Va.: Sold to Radio Richmond Inc. (same interest as WROV Roanoke, Va.) for $105,000 plus agreement to pay $50,000 to Louis Adelman not to compete for five years within 50 mile radius of Richmond. Mr. Adelman was principal owner of seller.

Regimen ads probed

First move by New York District Attorney Frank Hogan against suspected "false and misleading" tv advertising came late in week with staff seizing books, records and kinescopes of tv commercial for Regimen tablets from both advertiser (Drug Research Corp.) and agency (Kastor, Hilton, Chesley, Clifford & Atherton). Regimen's alleged claims as reducing pill, possibly in violation of New York state law, are being probed. Mr. Hogan said six-month investigation began on complaints of consumers.

Forward names rep

Stations of Forward group—KGLO-AM-TV Mason City, Iowa; WTAD and KHQA-TV Hannibal, Mo.-Quincy, Ill., and WMTV (TV) Madison, Wis.—name Branham Co., N.Y., national representative effective Nov. 15.

• Business briefly

10-Day barrage • Shulton Inc., N.Y., (men's and women's toiletries) has set plans for largest 10-day pre-Christmas advertising campaign in its history. All media will be used with tv and radio schedules alone expected to reach more than 100 million people. Network tv phase runs Dec. 14 through Dec. 23 with multiple participations on 14 evening and daytime shows on all three networks. Network radio schedule runs Dec. 17-19 and includes participations on 15 nighttime and daytime shows on CBS and NBC. Spot campaigns run Dec. 14-23 utilizing 50 top markets for tv and 85 markets for radio. Agency: Wesley Assoc., N.Y.

Wine radio drive • Mogen David Wine Corp., Chicago, buys eight-week spot radio schedule in 11 markets as part of fall-winter $1.8 million advertising and promotion campaign. Announcements will vary from 30-40 per week per market where tv and print not used, running eight weeks and ending before Christmas. Advertising drive is built around ABC-TV's new *Charlie Weaver Show*. Agency: Edward H. Weiss & Co., Chicago.

Cereal campaign • Quaker Oats Co. (Quaker and Mother's oats, Instant Quaker oats), Chicago, buys spot radio schedule in 80 markets effective Nov. 15. Company also is using commercials on various NBC Radio properties (*True Story*, etc.). Over 190 stations to push its "holiday special" offer of a Health-o-Meter bathroom scale involving Puffed Wheat and Puffed Rice products. Agency: Baker, Tilden, Bolgard & Barger, Chicago.

Pard plans • Dancer-Fitzgerald-Sample, Chicago, seeking half-hour syndicated film availabilities and/or prime periods in about 30 key markets for Swift & Co.'s Pard dog food. Decision expected by client in next fortnight.

Salad toss • Frenchette Div. of Carter Products Inc., N.Y., last week shifted its salad dressings account from Cohen & Aleshire to Ted Bates & Co., both N.Y. Account is active in radio-tv spot.

Yankee blitz • Best Foods Inc., Cambridge, Mass., for its Nucoa margarine, last week launched saturation radio campaign on 32-station Yankee radio network in six-state New England area. Each week for four weeks Nucoa commercials will be heard in 10 editions of news shows and weathercasts. Agency: Dancer-Fitzgerald-Sample, N.Y.

News renewal • Texas Co., N.Y., (Texaco petroleum products) has renewed sponsorship of NBC-TV's *Huntley-Brinkley Report* (Mon.-Fri. 6:45-7 p.m. EST) for year 1960. Agency: Cunningham & Walsh, N.Y.

WEEK'S HEADLINERS

JOHN COWDEN, vp in charge of advertising and sales promotion, CBS-TV Station Div., named vp, information services for CBS-TV succeeding CHARLES S. STEINBERG, who is elevated to vp, public information for network. James T. Aubrey, CBS-TV's executive vp, last week described Mr. Cowden's post as implementing plans announced at the CBS-TV's affiliates conference in Chicago last March. Advertising and sales promotion, research and press information now will report to Mr. Cowden. THOMAS MEANS, director of advertising and sales promotion of CBS-TV Stations Div. assumes duties relinquished by Mr. Cowden. Mr. Means will report directly to Merle S. Jones, division's president. Mr. Steinberg was promoted from director of information services to vp, information services for CBS-TV last March. Previously he had been director of press information for CBS Radio and earlier was with Warner Bros. Pictures for 14 years in various publicity posts. Mr. Cowden joined CBS in 1938 as member of promotion department; in 1946 was named director of Columbia-owned stations promotion, and subsequently in 1951, director of operations, advertising and sales promotion, CBS-TV, upon separation of radio and tv operations at network, and with formation of CBS-TV Stations Div. last year, was assigned to that division. Mr. Means joined CBS in 1943 as copywriter in promotion, left in 1944 to direct advertising-sales promotion for WOL Washington, named general manager, WSAK Charleston, S.C. in 1947, rejoined CBS in 1948 and following year became director of promotion service, CBS-owned stations.

MR. STEINBERG

MR. MEANS

MR. COWDEN

B. GERALD CANTOR, board chairman of National Theatres and Television Inc., was elected president and chief executive officer Nov. 12 at regular monthly meeting of board (see early story page 90). He continues as board chairman of NT&T but gives up presidency of Cantor, Fitzgerald & Co., Los Angeles investment banking firm. He succeeds JOHN B. BERTERO, NT&T interim president and company's general counsel for many years, who continues as director and special consultant.

CONTINUED ON NEXT PAGE

WEEK'S HEADLINERS CONTINUED

MR. STERN

ALFRED R. STERN, director of international operations for NBC, elected vp in charge of new Enterprises Div. He continues as chairman of board of NBC International Inc. Robert W. Sarnoff, board chairman of NBC, said in announcing appointment, that Enterprises Div. will centralize foreign and domestic areas of service expansion and business opportunities. Mr. Stern joined network in 1952 as projects officer for tv programming, was named business manager, technical operations, in June 1953. Later that year, he was appointed assistant to executive vp and in 1955 was assigned additional duties of director of operations for NBC Radio's *Monitor*. In July 1955, he was named director, participating programs, NBC Radio, and in December of that year was promoted to staff assistant to president. He took over his present position in 1956.

MR. DANFORTH

J. DAVIS DANFORTH, executive vp, BBDO, N.Y. retires on Jan. 1 after 35 years of service with agency. He will continue as consultant to BBDO management. Mr. Danforth started as messenger boy with Barton, Durstine & Osborne in 1925, agency three years later becoming BBDO by merger with George Batten Co. Mr. Danforth is client contact specialist, serving as executive on some of agency's major accounts, was elected to board in 1939, became member of executive committee in 1946 and executive vp in 1949. He served as chairman of American Assn. of Advertising Agencies in 1958-59.

GRANT TINKER, formerly vp, director of tv-radio programming, Warwick & Legler, N.Y., becomes vp and director of tv programming, Benton & Bowles, that city. He reports to Oliver Barbour, B&B's vp in charge of broadcast programming. Mr. Tinker was at W&L since July 1958 and before that spent four years at McCann-Erickson where he was tv account executive. Prior to joining M-E, Mr. Tinker was with Radio Free Europe and NBC.

MR. ULE

MR. DIETZ

G. MAXWELL ULE, senior vp, marketing, and board member, elevated to executive committee, and STEPHENS DIETZ, vp and director of merchandising department, elected group vp, marketing services, in realignment of Kenyon & Eckhardt's marketing services division. Division includes tv-radio, media, marketing, research and merchandising. Mr. Ule, who joined K&E in 1949 from McCann-Erickson, Chicago, where he was vp and research director, will devote more time to executive duties. He was elected senior vp in 1956 and has been on board since 1955. Mr. Dietz takes charge of media, merchandising, research and radio-tv. He came to K&E as vp and account supervisor in 1955, and was named marketing committee head following year and director of merchandising in 1957. Mr. Dietz formerly was vp in charge of marketing at Ogilvy, Benson & Mather.

In line with these appointments PAUL BRADLEY elected vp in charge of merchandising department. He left Grant Adv. to join K&E last January in sales development and promotion division of merchandising department.

MR. READ

MR. CHAPIN

ROGER B. READ, formerly manager of WKRC-TV Cincinnati, and DONALD L. CHAPIN, assistant to senior vp, elected vps of Taft Broadcasting Co., in charge of administration and planning, and national sales for all Taft radio-tv, respectively. Mr. Read joined WKRC-TV in 1949, was named local sales manager in 1954 and general sales and assistant general manager in 1959. Mr. Chapin joined that station in 1950 as local sales manager, was named general sales manager in 1952 and assistant general manager in 1954. He went to New York as eastern sales manager for Radio Cincinnati until 1958 when he was appointed vp in charge of national sales. Prior to 1950, Mr. Chapin was in sales division of Crosley Broadcasting Co. Taft stations are WKRC-AM-FM-TV, WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WBIR-AM-FM-TV Knoxville, Tenn., and WKYT (TV) Lexington, Ky.

MR. UNGER

ALVIN E. UNGER elected vp in charge of syndication for Independent Television Corp., first vice presidency announced for ITC since its creation over year ago. Mr. Unger joined ITC in October 1958 as administrative manager, Arrow Productions, ITC division handling sales to stations and program counselling, and several months later became manager, special products division, which added sales supervision of *Jeff's Collie*, tv series, to Arrow's activity. Before he joined ITC, Mr. Unger was Ziv Tv's vp in charge of Chicago office, and had spent 19 years with Ziv, including post of vp in charge of sales for Ziv's radio syndication division. He will continue to head Arrow and *Jeff's Collie* sales. Hardie Frieberg continues as ITC's general manager of syndication. Reporting to him are various regional and geographic syndication divisions.

DONALD S. FROST, Bristol-Myers vp, elected chairman of Assn. of National Advertisers as ANA opened its 50th annual fall meeting last Monday at The Homestead, Hot Springs, Va. He succeeds HENRY SCHACHTE, executive vp of Lever Bros. ROGER H. BOLIN, advertising director of Westinghouse Electric, was elected to vice chairmanship vacated by Mr. Frost.

Six new directors were named in addition to Mr. Schachte, who automatically goes onto board. They were NORBERT A. CONSIDINE JR., Blue Bell Inc.; RICHARD S. LOWELL, U.S. Plywood; HARRY F. SCHROETER, National Biscuit; K.L. SKILLIN, Armour & Co.; DOUGLAS L. SMITH, S.C. Johnson & Son, and R.G. STOLZ, Brown Shoe Co. Mr. Frost has served with both advertisers and agencies. He started with International Business Machines in 1933, later served with Owens-Illinois Glass and Young & Rubicam, was with Bristol-Myers from 1945 to 1950, then went to Compton Adv. and returned to Bristol-Myers in 1954.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

"Egad! Blair Did It Again."

"There I was," quoth our man, "loaded for Blair. I had data up to the collar of my Burberry . . . a portable calculator in my attaché case. My Diner's card was at the ready; my Express cards, rail travel card, airline card, three gasoline credit cards, and old W.D. A.G.O. Form 65 were present and accounted for. I had a black knit tie on and my heavy-frame bi-focals were all revved up. Man, I was like ripe."

"Never mind the autobiog. Just tell us did you get the business?"

"Well, frankly, no. We already had it. The Blair man just said to the chap, 'You know—*The* Roanoke station with the 58-county market of 448,001 tv homes.' "

" '. . . 448 thousand and *one?*' asked the chap."

" '. . . and *one,*' said the Blair man."

WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

acceptance

* more listeners than all other stations combined

NOTHING SELLS LIKE ACCEPTANCE... 35 years of top acceptance are yours to use on WCCO Radio. More listeners than all other Minneapolis-St. Paul stations combined! Lowest cost per thousand . . . less than half of the average of all other Twin Cities stations. Cash in on full-size programming for full-size results.

* lowest cost / per thousand

WCCO RADIO

Minneapolis • St. Paul

The Northwest's Only 50,000 Watt I-A Clear Channel Station • Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7-day week.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 16, 1959

Vol. 57 No. 20

MICROSCOPE TRAINED ON RADIO-TV

FCC orders a massive study of broadcast output and regulation
It plans detailed inspection of program and commercial policies

The FCC last week opened the door to what could become the first major reappraisal of national policy on broadcasting since the Communications Act was adopted in 1934.

In a comprehensive order that was admittedly forced by the revelations of tv quiz rigging and by Congressional intentions to investigate payola, the Commission launched a sweeping inquiry to:

• "Determine the policies, practices, mechanics and surveillance pursued and carried out by networks, station licensees and others in connection with the acquisitions, ownership, production, distribution, selection, sale and licensing of programs for radio and television exhibition."

• Look into "the policies and practices pursued by networks, station licensees and others in connection with the selection, presentation and supervision of advertising material for broadcast to the public."

• Find out if the FCC ought to issue new rules governing broadcast output or if it has the authority to issue them.

• Find out if the Communications Act needs to be overhauled.

Reasons Why • In a statement issued with the order, the Commission said that its action was taken "as a result of the tv quiz show revelations, allegations of inducements to promote records and other products without proper sponsorship identification, and complaints about offensive commercials and other broadcast practices contrary to the public interest."

The FCC pointed out that it is empowered to grant broadcast licenses only after it has determined that applicants will serve the public interest, convenience and necessity. The statement continued:

"These considerations include the representations made to the Commission and the manner in which a station licensee discharges his responsibility of selecting and supervising the broadcast of programs and advertising matter."

The advent of television, the Commission pointed out, has changed the pattern of radio broadcasting. It also added that the increased number of radio and tv broadcasters has "complicated the problem of adequate review by the Commission of the policies and practices of its broadcast licensees."

Order Unanimous • The move was made with the unanimous approval of the five commissioners present—Chairman John C. Doerfer and Comrs. Robert T. Bartley, Robert E. Lee, Frederick W. Ford and John S. Cross. The two other members of the FCC, Comrs. Rosel H. Hyde and T. A. M. Craven, are attending international radio conferences in Geneva, Switzerland.

The order was issued on a special release basis Nov. 10. It was adopted the day before following a commissioners-only meeting five days before, on Nov. 4 (CLOSED CIRCUIT, Nov. 9).

It said that the questions on programming would be coupled with the Commission's current investigation of network programming practices. This would mean an augmented staff, the Commission said.

At present two attorneys and their secretaries constitute the Office of Network Study. This is an element of the Commission's Broadcast Bureau. This group was established after the completion of the Barrow Network Study in 1957. The Barrow Report covered all aspects of television network practices except programming.

The two lawyers, Ashbrook P. Bryant and James F. Tierney, have been surveying tv film production com-

RATINGS THE ROOT OF THE EVIL?

Sen. Mike Monroney (D-Okla.) is drafting legislation charging the FCC with the responsibility of weighing heavily, at license renewal time, a station's past record in prime time public service programming.

SEN. MONRONEY

The bill, being prepared for introduction in January, also would require each station to keep an accurate "box score" of such programming broadcast during prime time. The Commission would be authorized to withdraw a station's license if it failed to live up to promises made concerning public service programming in past applications.

Reached by telephone in New Orleans Wednesday (Nov. 11), Sen. Monroney said: "Without a doubt the struggle for rating supremacy led to rigging of tv quiz programs." He said the disclosures of the House Legislative Oversight Subcommittee serve to point up the influence ratings have on the life or death of tv programming.

Long an outspoken critic of tv ratings, Sen. Monroney for two years has been pushing a Senate inquiry of the measuring services. He is a member of the Senate Commerce Committee and its Communications Subcommittee, which held a one-day hearing on rating services in the spring of 1958. Follow-up hearings have been planned but never held.

Sen. Monroney said he would push for hearings on his new bill, which also would encompass the ratings inquiry. He said his complaint against the audience surveys is that they are "inadequate," not necessarily "inaccurate."

For text of plan for reappraisal of national policy see page 42

A TOTAL REAPPRAISAL OF RADIO-TV AND REGULATION

Here is the full text of the FCC order opening the sweeping inquiry into radio and television programming and advertising practices and into the regulatory role of government. This was entitled "Supplemental Order for Investigatory Proceeding" in the study of radio and television network broadcasting.

At a session of the Federal Communications Commission held at its offices in Washington, D. C. on the 9th day of November, 1959;

WHEREAS, on Feb. 26, 1959, after a substantial preliminary inquiry, the Commission by its Order (FCC 59-166) and Public Notice (FCC 59-168) directed that inquiry be made pursuant to Section 403 of the Communications Act of 1934, as amended, to determine, among other things, the policies and practices pursued by the network licensees and others in connection with the production, selection, licensing and supervision of programs for television exhibition and the effect of such policies and practices on the public interest, and that a public investigatory proceeding be instituted for that purpose; and

WHEREAS, pursuant to said Order, such inquiry is continuing and public hearings have been and will be held with regard to certain phases of the network television program selection process; and

WHEREAS, in the course of such inquiry and from other sources, information has been reported to the Commission which tends to show that certain practices have been carried on by broadcast licensees and employes of such broadcast licensees and other persons in connection with the selection, supervision and broadcast to the public of programs and other material, which practices appear to be contrary to the public interest; and

WHEREAS, under the Communications Act and the policies promulgated by the Commission thereunder, the selection, supervision and broadcast to the public of programs and other material including advertising is the primary responsibility of the licensed broadcaster subject to the duty of such broadcaster so to exercise that responsibility as to serve the public interest in terms of the needs and interests of the community which such broadcaster is licensed to serve; and inquiry should be made and that information and data should be obtained regarding the policies and practices pursued by radio and television licensees and others affecting the program and other material broadcast to the public:

NOW THEREFORE, IT IS ORDERED that the inquiry and investigatory proceeding instituted pursuant to the Commission's Order of Feb. 26, 1959, (FCC 59-166) be and is hereby amended and enlarged to determine the policies, practices, mechanics and surveillance pursued and carried out by networks, station licensees and others in connection with the acquisition, ownership, production, distribution, selection, sale and licensing of programs for radio and television exhibition and the policies and practices pursued by networks, station licensees and others in connection with the selection, presentation and supervision of advertising material for broadcast to the public and the reasons and necessity in the public interest for said policies and practices, and that in such inquiry information and data be obtained relevant to the following questions:

1. whether and the extent to which policies and practices being pursued by some broadcast licensees in the field of programming and advertising are inimical to the public interest;

2. whether and the extent to which the general standards heretofore laid down by the Commission for the guidance of broadcast licensees in the selection and broadcast of programs and other material to the public are adequate in view of the changed and changing conditions in the broadcast industry;

3. whether and the extent to which the Commission should, by the exercise of its rule-making power, set out more detailed and precise standards for the guidance of broadcasters in the exercise of their responsibility;

4. whether and the extent to which the Commission's present policies and procedures in the review and consideration of the performance of its broadcast licensees in the field of programming and advertising is adequate, in view of the greatly increased number of such licensees; and

5. whether the Commission's authority under the Communications Act of 1934, as amended, is adequate for these purposes or whether legislation should be recommended to the Congress.

panies in Hollywood. They have already participated in hearings with network officials in Washington last March and with advertising executives in New York last May.

In addition to the general assignment of delving into network program practices, the Commission added the question of alleged tie-ins to the inquiry.

The new inquiry encompasses payolas to disc jockeys to play certain recordings and payoffs to producers to insert "plugs" for certain products into the program material.

An FCC regulation requires that where any money or "thing of value" has been given for the broadcast of a program such information on sponsorship must be announced.

Most recently the FCC has chastised some tv stations for not identifying the source of filmed news clips of the Senate Labor Committee hearings on the Kohler Co. strike in Wisconsin. The films were underwritten by the National Assn. of Manufacturers and furnished the stations gratis by NAM.

The Commission has maintained that the stations should have identified the supplier of the films when they were broadcast.

In the reference to offensive commercials, the new FCC order, a Commission spokesman emphasized, did not mean an inquiry into false and misleading advertising. This is the province of the Federal Trade Commission, he noted.

False Advertising • FTC Chairman Earl W. Kintner two weeks ago ordered a speed up in FTC monitoring of tv commercials. Virtually in the same week, the FTC filed a complaint against Libbey-Owens-Ford Glass Co. and General Motors for allegedly souping up tv commercials to show that LOF glass had less distortion than other makes (BROADCASTING, Nov. 9).

The FCC statement last week spoke of holding public hearings on the new inquiry "shortly." It was pointed out that this hope was real—it was clarified to mean "soon"—and that it was the intent of the Commission to have the full FCC sitting at this hearing.

A further document spelling out in more detail the FCC's interest in these areas is to be expected, it was understood. This will also indicate the date for the hearing and where it will take place.

There was a widespread feeling

proverbial fit

The spot medium, too,
has become the standard
of suitability to
virtually every advertiser
in the country.
No other medium
is so well fitted
to match the exact
requirements
of every marketing situation.
How else can you
take instantaneous advantage
of sudden weather changes,
or so closely follow
the flow and ebb of seasons
across the face of America?

H-R salesmanship, too,
is custom tailored
to the specific situations
of each station it represents.

Our salesmen's
hand-in-glove cooperation
with station management
makes for a **personal** service
selling-power that
habitually breaks
through billing quotas.

**"We always send a man
to do a man's job"**

H-R *Television, Inc.*
Representatives

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

NATIONAL DEFENSE AND PAYOLA

The tv quiz scandal and the resultant cry for increased responsibility on the part of broadcasters added significant "between the lines" meaning to remarks FCC Comr. Robert E. Lee made to NBC radio affiliates in New York last week. He was talking about the obligation stations have to cooperate with the government in defense planning through the Conelrad plan—a familiar theme on which he has barnstormed frequently.

COMR. LEE

One page into his text Comr. Lee had this to say:

"Some elements of your industry have yet to recognize the integral relationship which they have with other elements and with the government in the interests of national defense. They have yet to recognize and appreciate their positions as temporal tenants in the public domain. I am pessimistically confident that there are those among them who have yet to read the Communications Act under which authority their licenses were granted and their livelihood depends. . . .

"May I remind those elements that they enjoy the use of an asset belonging to the people as a privilege, contingent upon their operating in the public interest, convenience and necessity. So that there will be no misunderstanding as to where I stand, let me categorically state that operating in the public interest includes cooperation "with . . . the FCC, the military and civil defense organizations at all levels."

In a departure from his principal theme about defense planning among radio stations, Comr. Lee directed brief attention to the forthcoming investigation of payola — payment of money or other considerations to station personnel either for playing certain records or for "free plugs" of products. Comr. Lee advised licensees to read the pertinent sections of the Communications Act requiring appropriate announcements of sponsorship (Sections 317, 3.119, 3.289, 3.654 and 3.789).

Non-compliance with these provisions, the commissioner said, would "raise very serious questions" about the qualifications of a licensee. Ignorance of employes' activities would not excuse violations of the law, he said, ending his treatment of the issue with the comment that "a word to the wise is sufficient."

within the Commission that this hearing should be wide-open to all, including the public.

The FCC statement referred to the Commission's authority over programming "in the light of the censorship provision in the Communications Act and court decisions reversing its attempts to regulate certain types of programs including lotteries and giveaway programs."

The Communications Act's Sec. 326 forbids the FCC to censor individual programs. This has been a key plank for those who maintain the FCC must keep hands off programming.

The court decisions to which the Commission referred include the 1954 U.S. Supreme Court ruling that the Commission's lottery regulations were illegal and the 1957 U.S. Court of Appeals decision holding that a bingo-type game was not a lottery.

The lottery rules propounded by the FCC in the late 1940s would have banned giveaway programs as lotteries. The decision was appealed by ABC for its *Stop the Music* radio show. The case went all the way to the Supreme Court, which ruled in 1954 that such a program was not a lottery since listening to the radio could not be considered "consideration" in the legal sense.

Under the law, a lottery must involve a participant giving something of value (consideration), the winner must be chosen by chance, and the prize must be of value.

This viewpoint was bolstered in 1957 when the Court of Appeals in Washington reversed an FCC cease and desist order against a West Coast tv station in the *Play Marko* case. Attacked in court by The Caples Co., Chicago advertising agency and originator of the bingo game, the Commission was reversed—on the same grounds as the 1954 *Stop the Music* case—lack of consideration.

Long History • The basic question whether the FCC has the authority to consider programming has had a long and controversial history.

Actually the only programs to which the FCC has taken serious umbrage has been the broadcasting of horse racing news. License revocation actions have been taken again several stations on the charge that race information was being used by gamblers.

Otherwise, no stations have lost their permits because of programming formats or because of individual programs. Many have had license renewals postponed while the Commission raised questions of program imbalance or overcommercialization, but none ever failed to be renewed finally.

The authority of the FCC on programming has been asserted and questioned almost from the beginning of radio regulation.

The U.S. Supreme Court's 1941 decision in the case involving NBC's challenge of the Chain Broadcasting Rules is considered a landmark in this topic.

In a decision written by Associate Justice Felix Frankfurter, the Supreme Court said that the FCC has the right to consider the composition of the traffic broadcast by licensees as well as to act as a traffic cop on facilities.

The Blue Book • The FCC's apogee in efforts to assert programming control was reached in 1946 when the now-notorious Blue Book, "Public Service Resposibility of Broadcast Licensees," was issued.

This staff-written document made the point that the Commission should not only keep an eye on programming but should require licensees to live up to programming proposals made in their original applications—unless good reasons were given for changing formats.

It also urged that the Commission intervene to insure that broadcasters devote a substantial amount of time for public service programs, mainly unsponsored.

The Blue Book controversy came to a head when newspaper columnist Drew Pearson and associates filed for the frequency used by the Hearst-owned WBAL Baltimore. This station had been singled out among others in the Blue Book.

After a full, evidentiary hearing the Commission renewed WBAL's license. This was considered the death-kneel of the Blue Book philosophy.

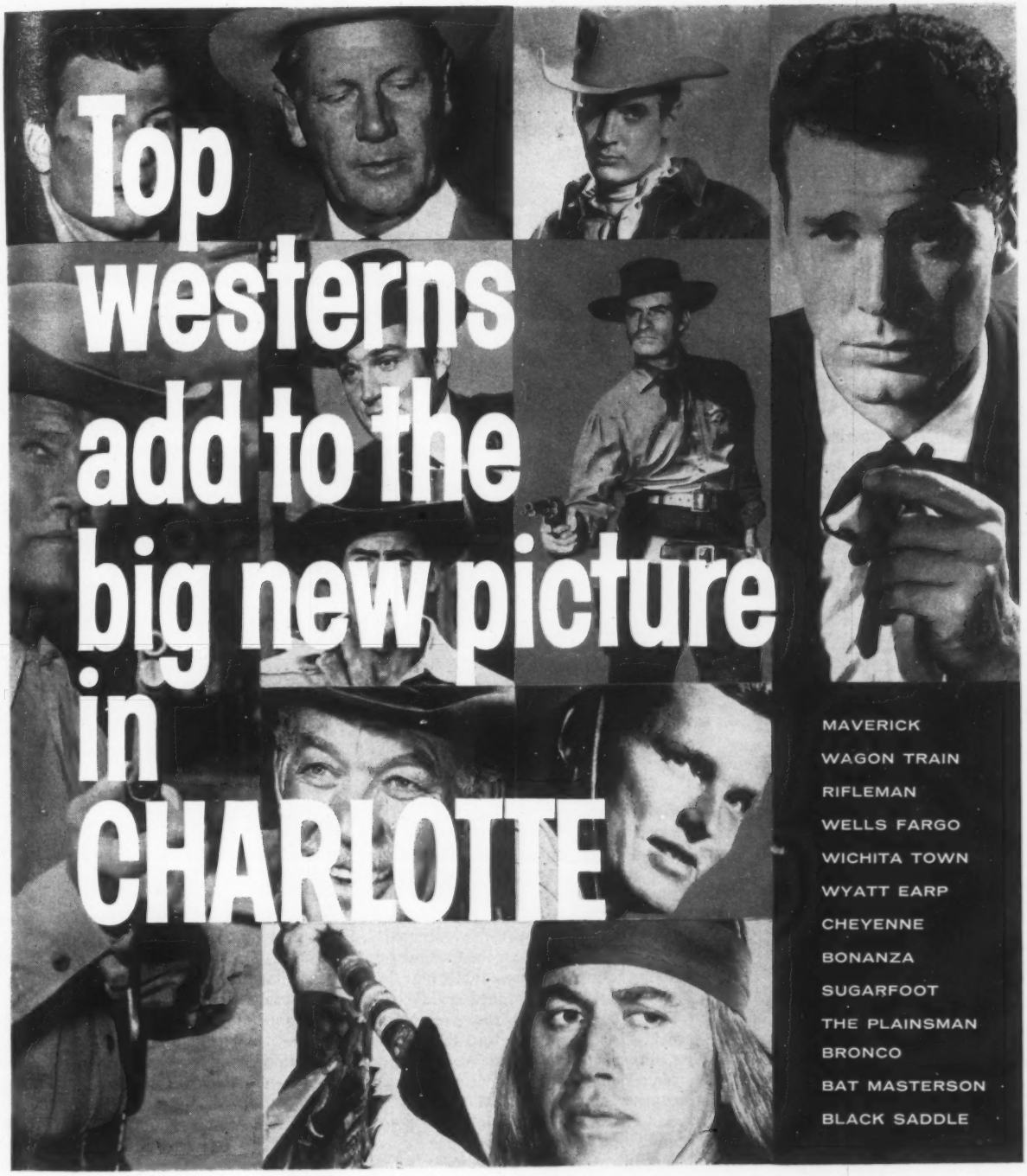
From that time on the Commission's attempts to assert jurisdiction over programming have been erratic.

Recent Activity • In the last few years, the subject of programming was an issue in only four significant instances.

In 1956, the issue flared in the application by multiple broadcaster Todd Storz to buy WQAM Miami, Fla. A sharp internal Commission controversy raged over Mr. Storz's high-pressure, audience-building promotions. The purchase was finally approved, 4 to 3, with Chairman George C. McConnaughey and Comrs. Bartley, Richard A. Mack and Craven in favor.

Opposed were Comrs. Doerfer, Hyde and Lee. They wanted a hearing.

Mr. Doerfer, in a dissent, expressed



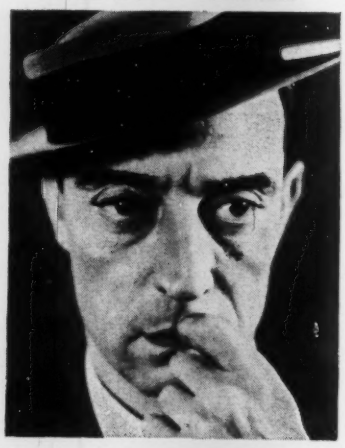
Sure as shootin', things have happened in Charlotte. Here you see one more phase of the formula that is changing audience patterns in America's 25th largest television homes market. The best of NBC, ABC—plus MGM, Warner, Paramount, others! WSOC-TV program strength is unmatched in the Carolinas. Make a better buy. Buy WSOC-TV..... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

WFIL-TV
PHILADELPHIA
keeps its viewers happy
with the
COMEDY CARNIVAL
PACKAGE
featuring
CROSBY
HOPE
KAYE
AND ME



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COMEDY CARNIVAL
PACKAGE

Phone or wire today for the most unusual offer ever made to your station

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THE FCC AT LAST FINDS A FRIEND

Rep. John B. Bennett (R-Mich.) does not go along with his colleagues on the House Legislative Oversight Subcommittee who have been highly critical of the FCC in the tv quiz scandals. The ranking minority member of the Subcommittee said last week that he did not believe the Commission has the authority to take action against the rigged programs.

REP. BENNETT

"I don't want to give the FCC too much authority in the area of programming," Rep. Bennett said, and emphasized the agency certainly should not be permitted to police programming. If the Commission had taken action and forced one of the quiz programs off the air, those who now condemn the FCC for not acting would have been the first to scream, Rep. Bennett stated.

He pointed out that testimony at the hearings failed to establish any involvement of the networks and stations in the controls exerted over contestants.

Rep. Bennett plans to again push for hearings on his bill (HR 5042) placing networks under direct FCC regulation. The proposal, first advocated by ex-Sen. John Bricker (R-Ohio), has gained considerable support since the tv quiz hearings began last month.

regret that the FCC had not used the Storz case as a vehicle to determine once and for all just what powers it had over programming. The net effect of the approval, Mr. Doerfer stated, was to continue the confusion in the minds of broadcasters, Congress and the public as to the extent of FCC jurisdiction over programming. Mr. Doerfer urged the FCC to establish some sort of ground rules for what it called "balanced programming."

Otherwise, he said, broadcasters could if they wished continue to consider their stations as a "mercantile business for maximum profit."

There was an indication then that the Commission intended to make a study of its power in the programming field. Nothing, however, eventuated.

It was a month after the Commission's action in the Storz case that Comr. Bartley called for a complete review of the FCC's authority in the programming field. In a speech before the Southern California Broadcasters Assn., the one-time Yankee Network broadcasting executive maintained that the FCC not only had the power to look at programming but should do so, particularly in certain categories. These were, he said: (1) identification of program sponsors; (2) fairness in presenting both sides of a controversial issue, and (3) fairness in presentation of news and public affairs programs.

On entertainment programs, Mr. Bartley entered a demurrer. The Commission should not step into these, he said; public taste should be the arbiter.

Only last year the whole subject was brought up again when the Commission held up license renewals of eight Atlanta, Ga., radio stations on the grounds they did not show enough educational, agricultural, religious and news programs in their renewal applications.

At one point the Commission considered a staff suggestion that a city-wide hearing be held to determine what the public interest for Atlanta was and whether it was being served by some of the larger stations. This could mean that the smaller stations (all of the eight under fire were smaller stations) could program without attempting to meet these public service requirements.

It was decided finally, however, to treat each station individually and subsequently their licenses were renewed.

Craven Says No • Also in 1958 more was said on the subject of programming jurisdiction. This time it was Comr. T.A.M. Craven who took up the cudgels—but in a vehement and pointed attack on the whole idea of program control by the FCC.

Mr. Craven's outspoken opposition was made in a dissent to a Commission proposal revising certain forms required in applications for new stations and for renewals. These asked for percentage breakdowns of spot commercials and program categories. It was the latter that stirred Mr. Craven's ire.

Mr. Craven called on the FCC to abolish all references to programming in its application forms. The First Amendment to the Constitution and the Communications Act itself forbids any attempt at censorship, he stated. By calling for program information, he cautioned, the FCC was actually telling broadcasters what they should and should not carry.

Mr. Craven's viewpoint was expressed in these words:

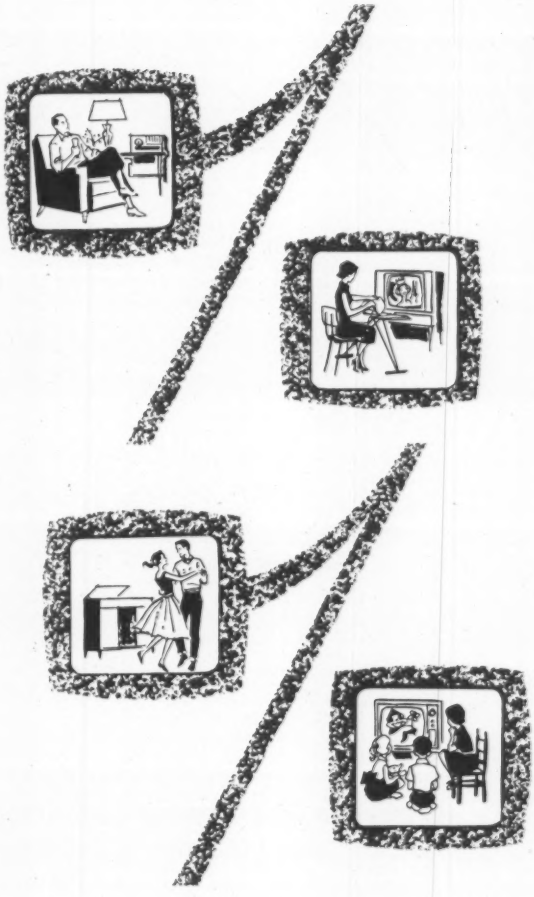
"The establishment of program categories, the Commission has long insisted, falls entirely within its regulatory powers since these categories serve merely as guideposts for the applicants and need not be followed. Such argument sounds quite reasonable to anyone

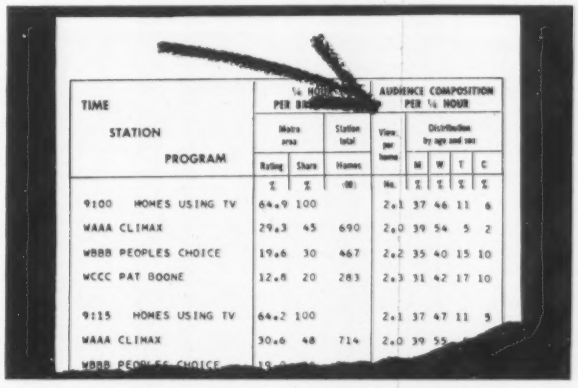
who listens... when?

Knowledge of Audience Composition is imperative if advertising dollars are to be spent effectively. Those interested in cigars and shot guns are not good prospects for lingerie and cake mixes. Automobiles are not effectively sold against a background of fairy tales.

Nielsen Station Index Reports show you at a glance the composition of the audience for each station for each 15-minute period . . . from 6 in the morning to 12 at night . . . for the entire week.

Here, in easy-to-use figures you learn total audiences and their composition by men, women, teenagers, and children.





TIME / STATION / PROGRAM	¼ HOUR PER BRS.			AUDIENCE COMPOSITION PER ¼ HOUR				
	Metro area		Station total	Viewers per home	Distribution by age and sex			
	Rating	Share	Homes		M	W	T	C
	%	%	(00)	No.	%	%	%	%
9100 HOMES USING TV	64.9	100		2.1	37	46	11	6
WAAA CLIMAX	29.3	45	690	2.0	39	54	5	2
WBBB PEOPLES CHOICE	19.6	30	467	2.2	35	40	15	10
WCCC PAT BOONE	12.8	20	283	2.3	31	42	17	10
9115 HOMES USING TV	64.2	100		2.1	37	47	11	5
WAAA CLIMAX	30.6	48	714	2.0	39	55		
WBBB PEOPLES CHOICE	19.							

For television. NSI reports Audience Composition data for every market in the U.S. with competitive tv programming. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

For radio. NSI reports composition of radio audiences for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's long reach.

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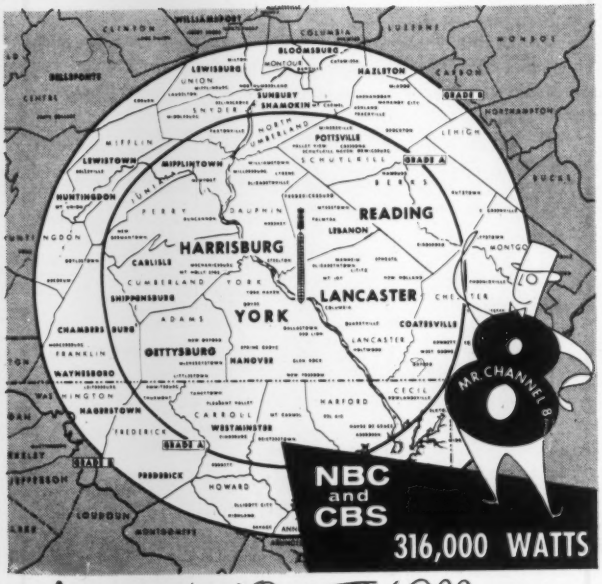

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Oct. 18

TOTAL AUDIENCE †

Rank	No. homes (000)
1. World Series (Mon., Tues., Thur.)	22,028
2. Wagon Train	20,070
3. Red Skelton Special	17,133
4. Gunsmoke	16,732
5. Bob Hope	16,243
6. Have Gun, Will Travel	15,353
7. Ed Sullivan	14,908
8. Perry Mason	14,685
9. Perry Como-Music Hall	14,196
10. Father Knows Best	13,840

Rank	% homes*
1. World Series (Mon., Tues., Thur.)	50.1
2. Wagon Train	45.7
3. Red Skelton Special	39.7
4. Gunsmoke	38.2
5. Bob Hope	37.3
6. Have Gun, Will Travel	35.1
7. Ed Sullivan	34.3
8. Perry Mason	33.9
9. Perry Como-Music Hall	32.6
10. Father Knows Best	31.8

AVERAGE AUDIENCE ‡

Rank	No. homes (000)
1. Wagon Train	16,421
2. Gunsmoke	15,620
3. Have Gun, Will Travel	14,463
4. World Series (Mon., Tues., Thur.)	13,306
5. Red Skelton Special	13,039
6. Father Knows Best	13,039
7. Wanted, Dead or Alive	12,994
8. Danny Thomas	12,950
9. Bob Hope	12,594
10. Perry Mason	12,149

Rank	% homes*
1. Wagon Train	37.4
2. Gunsmoke	35.7
3. Have Gun, Will Travel	33.1
4. World Series (Mon., Tues., Thur.)	30.3
5. Red Skelton Special	30.2
6. Father Knows Best	29.9
7. Wanted, Dead or Alive	29.8
8. Danny Thomas	29.6
9. Bob Hope	28.9
10. Perry Mason	28.0

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como-Music Hall (NBC-151): Kraft (JWT), Wed. 9-10 p.m.

Desilu Playhouse (CBS-120): Westinghouse (M-E), Mon. 10-11 p.m.

Father Knows Best (CBS-170): Scott Paper, Lever Bros. (both JWT), Mon. 8:30-9 p.m.

Peter Gunn (NBC-181): Bristol-Myers (DCSS), Mon. 9-9:30 p.m.

Gunsmoke (CBS-190): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-188): Lever Bros (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-182): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-194): R.J. Reynolds (Esty), Wed. 9:30-10 p.m.

Bob Hope (NBC-169): Buick (M-E), Oct. 8, 8-9 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Sterling Drug (DFS), Parliament (B&B), Gulf Oil (Y&R), Hamm (C-M), Sat. 7:30-8:30 p.m.

Maverick (ABC-137): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Price Is Right (NBC-134): Lever Bros. (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Real McCoys (ABC-156): P&G (Compton), Thur. 8:30-9 p.m.

ARB

TOP 10 NETWORK PROGRAMS

Tv report for Sept.

Rank	Rating
1. Gunsmoke	40.2
2. Wagon Train	35.9
3. I've Got a Secret	34.0
4. You Bet Your Life	33.1
5. Have Gun, Will Travel	32.5
6. Alfred Hitchcock Presents	31.7
7. Peter Gunn	31.1
8. Maverick	29.8
9. Father Knows Best	29.0
10. Price Is Right	28.6

Rank	No. Viewers (000)
1. Gunsmoke	41,300
2. Wagon Train	38,730
3. Maverick	38,400
4. Ed Sullivan	36,630
5. Have Gun, Will Travel	34,550
6. I've Got a Secret	31,470
7. Real McCoys	31,230
8. Alfred Hitchcock Presents	30,590
9. Father Knows Best	29,810
10. Desilu Playhouse	29,000

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Red Skelton Special (CBS-160): Chevrolet (C-E), Fri., Oct. 9, 9-10 p.m.

Ed Sullivan (CBS-180): Eastman-Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-200): General Foods (B&B), Mon. 9-10 p.m.

Wagon Train (NBC-178): Ford (JWT), R.J. Reynolds (Esty), National Biscuit Co. (M-E), Wed. 7:30-8:30 p.m.

Wanted, Dead or Alive (CBS-180): Brown & Williamson (Bates), Bristol-Myers (Y&R), 8:30-9 p.m.

World Series (NBC-210): Gillette (Maxon), Mon. and Tue., Oct. 5 and 6, 5 p.m. to conclusion, Thur., Oct. 8, 1 p.m. to conclusion.

You Bet Your Life (Groucho Marx) (NBC-168): Lever (BBDO), Pharmaceuticals Inc. (Parkson), Thur. 10-10:30 p.m.

not familiar with the practical applications of these 'guideposts' or the 'lifted eyebrow' technique used by this administrative agency. But to one whose broadcast experience has been more practical than theoretical, it is obvious that no licensee is free to program according to his personal opinion as to what constitutes the best public service when he knows full well that his views are destined to be evaluated in the light of pre-conceived and pre-stated opinions of the regulating agency."

Ford's Philosophy • There the matter rested until August of this year when Comr. Ford, an ex-FCC staffer once head of the hearing division, told the West Virginia Broadcasters Assn. that there ought to be a review of FCC directives on programming.

There is nowhere in the Commission, Mr. Ford said, where a broadcaster can determine what the Commission considers is in the public interest.

The basic problem, Mr. Ford stated, was that there is no codified guide which could be used by a broadcaster to determine whether he is meeting FCC criteria or not.

The point of Mr. Ford's speech was that the Commission had the right and the obligation to review a broadcaster's stewardship and that one means was through programming.

Doubt that the Commission has the authority to look at programming was expressed only last month. Chairman Doerfer, appearing before the Harris committee, argued that the Commission did not under present laws have any jurisdiction over programming.

A rebuttal to this attitude was offered by Comr. Lee. In a letter to the House committee, Mr. Lee insisted that the FCC could deal with fraudulent programming. He suggested that legislation be enacted which would require the disclosure before the beginning of a program of its content. He also indicated that additional laws might be required to place networks under FCC jurisdiction.

Kickback probe

New York District Attorney Frank S. Hogan's office last week questioned Jan Murray, star of NBC-TV's *Treasure Hunt*, in the first step toward accumulating information on alleged kickbacks by quiz show participants (AT DEADLINE, Nov. 9).

Mr. Murray was asked to supply lists of contestants on the show and of program employes. NBC disclosed Nov. 5, that it had uncovered such a system operating on *Treasure Hunt*. The network turned the details over to Mr. Hogan. A formal probe was launched with Jerome Kidder, an assistant district attorney, assigned to the investigation.

It was said that quiz show participants kicked back portions of their winnings to people associated with the show's production who helped insure their appearance on *Treasure Hunt*.

Discussions also were being held on other phases of the tv quiz scandal: Possible grand jury presentation after it is determined who and how many persons lied before the grand jury in New York during its initial probe of tv quiz rigging (some 100 are suspected of falsehood), and a look at a charge by Max Hess that he paid $10,000 to get an employe on a quiz program (commercial bribery is a misdemeanor punishable by a year in prison and a $500 fine).

Mr. Hogan's prosecutors have not yet begun probing payments to disc jockeys to plug songs (payola). This subject is on the shelf for now.

WHO'S TO CONTROL TELEVISION?

ANA hears advertiser reluctance to give up program prerogatives

The nation's top advertisers are in television—and television programming —to stay.

If their hand-hold on program selection and presentation is broken it will be forced, almost literally, and certainly it will not be accomplished without demands for price or commensurate concessions by broadcasters.

This was the clear stand taken by key members of the Assn. of National Advertisers last week at ANA's 50th annual meeting, a four-day session dominated by talk of the "crisis" brought to advertising by the quiz scandals.

ANA members, embracing most of tv's major advertisers, were told by their leaders that they must face the mess left in the wake of the quizzes and, no matter who's to blame, either "clean up or give up." They showed no signs of willingness to give up either the use of television or whatever say-so they now have in its programming.

They were given an official, ANA-approved test with the recommendation that they apply it to their advertising—programming or commercials—to prevent a recurrence of the quiz shambles. They heard Donald H. McGannon, NAB Television Code chief, solicit their support in self-regulation, and through ANA they prepared to work with the code board.

Sponsor Identification • But their talk was about program control. Nobody denied—and many expressly acknowledged—that the networks, and broadcasters generally, already have the final word by statute. Nobody questioned that this is the way it ought to be. But it also was made clear that network sponsors, the big spenders, do not wish to relinquish either the sponsor-identification values that come from underwriting programs, or the whole-program influence that they consider is their right as a result.

"If we are going to pay for a whole program and have the public identify us with the whole program," according to the overwhelming body of reasoning, "then we are and have a right to be deeply and critically concerned with the whole program, not just the commercials."

The only public stand to the contrary was taken by two outsiders who, while acknowledged experts in their fields, neither buy time nor sell it. These two groups—buyers and sellers—would be the chief protagonists, it was assumed, in any fight for control that might develop.

Strictly on the public record of the ANA sessions there was no clear evidence that any such fight was in the offing. The lone network representative on the program went along, generally, with the advertisers' position.

Yet leading ANA members showed in so many ways that it was on their minds, that they were on guard in case anything did happen, that observers were left thinking that maybe they expected a fight. Not that they were looking for one; just that they had their dukes up and were ready for one if it happened.

THE ANA ON TV: CLEAN UP OR GIVE UP

The nation's national advertisers last week launched their own television clean-up campaign. Here, in slightly condensed text, is a statement issued Nov. 9 by Donald S. Frost, vice president of Bristol-Myers and new chairman of the Assn. of National Advertisers. He made the statement at the ANA convention in Hot Springs, Va.

There is no need for me to elaborate on the events of these past weeks. It is obvious to all of you that the television industry is on the spot.

But it is not only the television industry—and particularly those associated with the quiz shows—who stand in the dock of public scrutiny. It is all advertising. For regardless of how far removed you personally may be from television, this thing is spreading and is crossing over into other lines. We—*all* of us related to advertising—are involved, and there is every possibility, yes probability, that we will become involved even more.

Who is at fault for the questionable practices revealed in the quiz show hearings? Is it the producers, the contestants, the networks or the advertisers?

This is a question it is not for us to decide. It would appear that all of those participating must share the onus. But, regardless of where the blame rests, the advertiser is involved—and this, gentlemen, is our bailiwick!

We are involved, many of us, in the actual selection and production of the shows themselves. We are involved—all of us who use the potent medium of television—in the production of our commercials. And all of us, regardless of media practices, are concerned with the public reaction to the misuse of a major medium.

And so it is up to us—all of us—to take whatever action we can to set our own houses in order, particularly in the area of commercial presentation. It is up to us, individually and collectively, to make sure that all of our actions can stand up to the gaze of public scrutiny, can obtain the seal of public approval.

Because if we don't — someone else is going to do it for us!

And these are no idle words hurled for effect from a meeting platform. They are sincere words of warning—and it *is* later than you think!

So the number one job is the job each of us must undertake at our own level with our own companies.

And the number two job is the job of the ANA to tell the press and through the press the public and government agencies that we advertisers—as represented by our association — are thoroughly concerned with the reaction of the public and the government. And that we intend to follow down every possible road offered to us by the democratic process of internal responsibility.

And so, while most of you were sharing the pleasures of yesterday afternoon, your board met and agreed upon the statement I am about to read.

This, gentlemen is ANA's position. We strongly recommend that it be your position as well. I quote:

"We in ANA recognize that, as a result of the recent television in-

This even though the official ANA position was that it was too early, the situation still "too emotional," too much in flux, to get down yet to saying where control ought to lie or influence to stop.

No Fun on Fun Day • There was no denying that ANA leadership was concerned about the crisis facing advertising. The ANA board wrestled with it for 14 hours on what was supposed to be the convention's fun day (Sunday, Nov. 8). Out of that meeting came an official ANA statement of position, delivered the next day by newly elected Chairman Donald Frost (Bristol-Myers)—accompanied by some strong but carefully composed warnings of his own—at a business meeting which ANA made virtually unique by inviting newsmen.

The gist of Mr. Frost's admonition was that "this thing" is spreading beyond television, that "there is every possibility, yet probability," that advertising as a whole "will become involved even more." It was his warning that advertisers have "a mandate to live up to our responsibilities" and also a "a choice" to "clean up—or give up!"

In the same tone, ANA's statement asserted that advertisers individually must "see that every aspect of television with which we are connected meets our obligation of fair play to the public."

The statement proposed this "simple test" for members to use in evaluating "any contemplated material or procedure" for programs or advertising:

"Would we be willing for the public to be fully apprised of *all* the facts and circumstances concerning the particular program or commercial?"

Situation 'Serious' • Mr. Frost set the tone for an ensuing news conference, attended also by other ANA top officials, when he said in his statement that this is a crisis "out of which we can emerge even stronger—or from which could come regulation so rigid that our most vital contributions [to the national economy] would be nullified."

Henry Schachte of Lever Bros., ANA retiring chairman, told newsmen the situation is "serious" and that in the official statement "we're trying to tell our members that it is." ANA President Paul West said the statement was prepared and issued because "we wanted to register publicly that we as representatives of advertising recognize our responsibility—and want to see fair play."

Others indicated that the statement had the support of all ANA board members. These include representatives of such leading television users as Lever, Bristol-Myers, Westinghouse Electric, Warner-Lambert, Armstrong Cork, Chrysler, Campbell Soup, RCA, U.S. Steel, and Swift & Co.

Would non-adherence to the ANA position mean dismissal from membership? President West said "anything is possible." It also was noted that ANA has no enforcement powers. One applicant for ANA membership once was rejected because of his advertising practices, officials said, but none has ever been ousted for that reason. As for the present, Chairman Frost said he thought many advertisers have "stepped over the line" and what ANA can do is "try to show them the error of their ways."

Anonymous Revlon • There was no specific reference to Revlon, an ANA member whose involvement in "controlling" of contestants on its *$64,000 Question* was probed in the House hearings.

The question, at the news conference as elsewhere, inevitably got back to the subject of program control. Officials said there had been "informal discussions" at the Sunday board meeting, but no agreement on points of view. Chairman Frost, asked for his personal view, said it was a "tough question" and that he could "not at this time" recommend leaving control to networks.

President West said the question had been explored "very thoroughly" in all its implications, both "now and for the future." But, he said, the crisis is still too fresh and "in too emotional a state"

quiries, there will be proposed codes of conduct and regulation put forth by networks, associations of broadcasters, individual stations and other responsible parties. Their purpose will be to merit public confidence in television programs and commercials.

"Toward this end, we as advertisers recognize our own individual responsibilities.

"It is our responsibility to see that every aspect of television with which we are connected meets our obligation of fair play to the public.

"A simple test by which each of our members may evaluate any contemplated material or procedure for programs or commercials is this: Would we be willing for the public to be fully apprised of *all* the facts and circumstances concerning the particular program or commercial?

"What has been brought to light in these past few weeks requires every advertiser to take an immediate and complete inventory of his present advertising, including the factual support for its accuracy and the techniques used in its preparation, and to apply to it, and to all future advertising, the test we have recommended."

Summit meeting • Decision makers for ANA talk it over during fall meeting recess. L to r: Roger H. Bolin, Westinghouse Electric Corp., new vice chairman of ANA; Paul B. West, ANA president, and Donald S. Frost, Bristol-Myers, new ANA chairman.

This is the statement of ANA's position we are releasing to the press today. But these are only empty words if each of us does not take them to heart—and go to work in an active way to see that they are followed through.

Ours is a young, vigorous, productive but frequently misunderstood arm of the economy. Now we are faced with a crisis out of which we can emerge even stronger—or from which could come regulation so rigid that our most vital contributions would be nullified.

And so we face a mandate—a mandate to live up to our responsibilities. It is most important that this mandate not have to be enforced by government but rather that it be a mandate we fulfill ourselves.

Right now we still have a choice, a choice I can sum up in just five words: Clean up—or give up!

Which will it be?

Need for program balance • On that subject, this ANA panel was very much in agreement, but on other tv topics individual opinions ranged widely —from making tv just a "spot carrier" with charges based on tune-in to taxing set owners to pay for "high-quality" programs on a "reserved channel." Participants included (l to r): Don Durgin, NBC-TV vice president; Rodney Erickson, Warner Bros. vice president; moderator Howard Eaton, Lever Bros. media director; columnist John Crosby, and Alfred Hollender, Grey Adv. executive vice president.

to get into it now.

Mr. Schachte agreed with media's right to control what the public sees and hears—"to pull the final switch." But, he also noted, in television "we are identified with a specific show; this is the difference between electronic and print media. So we've got to show some interest" in the program itself.

Financial Responsibility • Edwin Ebiel of General Foods, a past chairman of ANA, who also sat in on the news conference, thought the control question might not be resolved in five years. But, he maintained, so long as advertisers have a financial responsibility for their programs the problem cannot be solved by simply saying "let the networks have control."

There is such a thing as a circulation guarantee, he observed. He wouldn't say this is the way to approach the problem, but he did maintain that, if networks should take over all control, they should also take over responsibility for the success of the program and, if its success isn't up to par, some of the financial responsibility as well.

Mr. Frost observed that the problem is made more complicated by the fact that many advertisers have a great deal of influence in programming, many others have little—and sometimes both of these situations exist within the same sponsoring company, depending on the programs involved.

While they urged individual ANA members to "take an immediate and complete inventory" of their current advertising and apply the recommended test to their future plans, ANA officials made clear that they were also willing to sit down with the NAB code board to discuss cooperative projects. President West said they didn't yet know just what the code board had in mind, but an ANA committee would be appointed to meet with it.

Tv Code Import • Mr. McGannon outlined code board thinking and called for advertiser cooperation in a speech at the closed radio-tv workshop Monday afternoon.

"The effective and free use of television as probably the greatest advertising and marketing instrument in the knowledge of man depends on the effective cooperation and working relationship between you, the advertiser, and us the broadcaster," he declared.

He called upon advertisers to look for the code seal when shopping for programs. Noting that the code board works with producers and directors, he said:

"[Their] voluntary compliance, we trust, will enable the board to authorize the use of the code seal on every episode of film produced and on network programs. This is something you must consider in selecting your program. The broadcaster will then look for it in making his determination to clear or purchase the program. And the public will seek it out in tuning in your show and in buying your product."

He said the code board has stepped up its commercial-content monitoring, via Broadcast Advertiser Reports, from 20,000 hours a year to 100,000 hours.

"Finding an answer" to the quiz scandals, he said, will be "a matter of first importance" at the code board meeting this week (see page 68). Of the scandals, he observed:

"The Lord leads men to deep water, it has been said, not to drown them but to cleanse them. We have taken our bath in this situation. There can be no question about that. And we deserved it. Broadcasters are now more determined and vigilant than ever before to be masters of our own houses."

But he warned that "whatever we do, as broadcasters we are going to risk without compromise any unrealistic legislative or regulatory efforts, however eager the proponents, to place this medium under arrest. . . . In this mission we trust that you stand with us."

Will Not Surrender • Mr. McGannon said reaction to the code board's past work with ANA and other groups has been "exceedingly understanding and receptive." He said "we cannot surrender, nor would you want us to do so, the ultimate responsibility [as licensees] to operate our stations in the public interest, convenience and necessity. On the other hand, consultative determinations made in this fashion can create between us — advertisers and broadcasters — a mutual design that surely will mean constant and unwavering improvement in the whole pattern of telecasting."

Although Mr. McGannon did not announce it, the NAB tv code board meets in Hollywood today (Monday) to consider amendments to stiffen the code's advertising requirements.

Mr. McGannon was followed in the workshop by a panel which apparently agreed on the need for program balance, but not on much else. The panel consisted of columnist John Crosby, NBC-TV Vice President Don Durgin, Warner Bros. Vice President Rodney Erickson and Grey Adv. Exectuive Vice President Alfred Hollender. Their discussion was closed to non-members of ANA, but they reviewed their positions in a news conference afterward.

This found the foursome divided two by two, with variations. Messrs. Erickson and Crosby favored taking advertising completely out of programming, with sponsors buying on a spot-carrier basis—and with price differentials according to tune-in or sets in use. Messrs. Hollender and Durgin argued for both advertiser and network contributions to programming.

Mr. Crosby thought the British system should be adopted, with a government-appointed program commission of "notable citizens" to "remind the networks of things they're not doing." Mr. Erickson had a departure of his own—reservation of one channel to be supported by a tax (not more than $10) and to carry, for example, high-quality motion pictures supplied by his company and others. He was confident that free and pay tv could thus co-exist.

Messrs. Crosby and Erickson seemed of one mind in thinking the price differential, based on viewing, would attract sponsorship of high-quality, low-

ABC-TV only net to show gain in first report after time change!

	last year share of audience	this year share of audience	% change
ABC-TV	27.5	29.5	+7%
NET Z	31.1	28.8	−7%
NET Y	32.7	32.2	−2%

Source: Nielsen 24 Market TV Report for all commercial programs Sunday-Saturday 7:30-10:30 PM the week ending November 1, 1959, versus the identical time periods for comparable week in 1958

More workshops

There'll be no "annual" spring meeting of the Assn. of National Advertisers next year. Peter Allport, ANA vice president and secretary, told the fall meeting last week that the 1960 spring session would be passed up in favor of increased workshop activity. This is in line with the pattern, started two years ago, of holding "open" meetings—those to which agency and media guests are invited — every other year instead of annually. Mr. Allport also reported that ANA membership in the past year had grown from 611 companies to a current total of 653.

audience shows. Mr. Erickson argued price variations would be no worse than the networks' granting program-cost concessions in order to sell shows.

The Total Impact • Mr. Hollender argued that advertisers are known by their entire programs, not just the commercials, and thus have an interest in the welfare of the whole. Moreover, he contended, tests have shown that the same commercial gets higher recall when used in a sponsor-identified program than when placed on a spot-carrier basis.

Mr. Durgin felt that to "keep the sponsor out" is not the answer. He defended advertisers' selection of programs, denying they always aim for the lowest level. Moreover, he thought, sponsor - identification with particular programs is valuable.

One network sponsor, who said afterward that he mistook the briefing session for a continuation of the regular meeting, probed hard at the spot-carrier concept's effect on institutional advertising campaigns and its elimination of sponsor identification. Mr. Hollender, supporting him, also maintained that some of television's *Lucys, Loretta Young Shows* and *Hitchcocks* might not have been on the air except for sponsor interest in them in the first place.

Mr. Erickson countered that the man who does and should control the show (except for broadcasters' ultimately final rights) is the producer. Some sponsors have turned down good scripts because, he said in effect, they didn't know what they were doing.

Mr. Crosby contended the sponsor's aim "clashes violently" with public interest and that quality informational programming goes begging for both sponsors and ratings. When a program can't get sponsors, he argued, many stations refuse to carry it.

And so it went. But outside of that workshop there was little argument to be heard. The control question was a dominant topic—no doubt in some part because it was the most spectacular one available for newsmen to ask about—but the reactions were one-sided.

Protecting Spot Access • Even predominantly spot advertisers, who presumably would have least to lose by giving networks total sway over programming, seemed to fear that complete network control could put small spenders in a dangerous position and even freeze them out of tv altogether.

"The big advertisers can take care of themselves," was the gist of this reasoning.

Nor did the question of the quiz scandal's effect upon advertisers' opinion of television as a sales tool come up to any extent. Questioned about it, several major advertisers said they knew of nobody who was thinking of cutting back on television as a result of the quiz crisis.

Some thought that, quite possibly, some advertisers not now in television who perhaps have been thinking of giving it a trial, might now consider it simpler and safer to shelve any such plans. Others also thought it was too early to tell whether there would or would not be cutbacks. One tv user thought some sponsors of "honest" game shows might switch to other programming out of fear that their own programs, although clean, might be hurt by public reaction, but otherwise he looked for no changes.

The quiz scandal and what it means for advertising also was explored by Tuesday's luncheon speaker, the *New York Times* Washington Correspondent James Reston. He told his audience to look at it in historic perspective; that it was just another case of institutions not being able to keep up with the pace of history. He suggested that the criticisms being heaped on advertising, as a result of the quiz mess, be compared to those heaped on education as a result of Russia's first sputnik launching.

Tv wins praises for sales impact

Kudos for television were sprinkled among advertising success stories at the Wednesday session winding up the Assn. of National Advertisers' annual fall meeting.

Warner-Lambert's Richard Hudnut-DuBarry-Sportsman Division, the California Oil Co. and United Air Lines employed television along with other media in three of eight case histories presented. Ralston Coffin, RCA advertising and sales promotion vice president, presided.

George Abrams, president of Hudnut-DuBarry-Sportsman Division—who helped Revlon sales zoom via television before he moved from Revlon to his current post—detailed the introduction of his division's new ball-point lipstick, Lip-Quick.

"Naturally," he said, "television was in our thoughts from the very first." He said the Lip-Quick spot announcement by Lambert & Feasley was "about as hard-hitting a commercial as any I've ever seen," sold "plenty of merchandise as soon as it appeared in test markets" and has been "selling it ever since." After the product's introduction on the Oct. 11 Milton Berle-Danny Thomas special, he asserted, "our phones were ringing . . . with screams from dealers who had not yet received their initial shipments of merchandise."

From Red to Black • In addition to the spot campaign and introductory special, he noted, Lip-Quick bought into *Person to Person* on a regular basis. He said the lipstick manufacturer, Omega Mfg., which licensed Hudnut to market the product, has risen in six months from "very much in the red" to "very definitely in the black today and adding other products to its line."

Max Barry of California Oil told of Calso gasoline's switchover to the Chevron name via "funny" advertising in several media. Television, used on a spot basis in prime time, "brought down the house," he asserted. He added: "And, incidentally, a top-notch timebuyer—as we had at the agency [BBDO]—can get you a lot of coverage for your dollars in a concentrated spot campaign."

Eugene Raven of United Air Lines told how both television and radio spots figured in United's build-up of its entry into jet transportation.

In other fall meeting highlights advertisers heard a report on a new project, "ANA's Corporate Management Approach to the Advertising Investment," designed to answer top-management questions about advertising productivity.

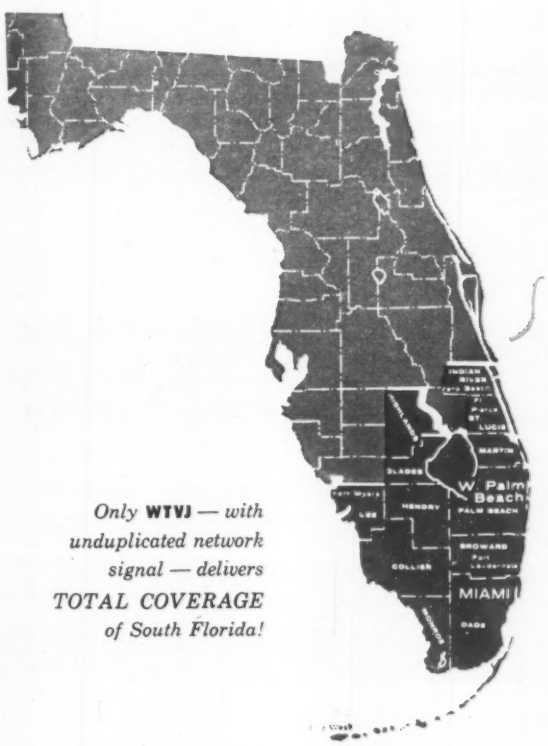
Measurement • They also heard William R. Hesse, Benton & Bowles executive vice president, describe his agency's new "Readiness - to - Buy" survey technique for helping to measure advertising effectiveness. Don C. Miller, marketing vice president of B.F. Goodrich Co., formerly senior vice president of Kenyon & Eckhardt, stated that at least 90% of all agencies are capable of producing better advertising than they do.

Mr. Miller said agencies tend to "over-commit themselves" in the heat of a presentation, often with client encouragement. He said clients should (1) remind their agencies that the agency responsibility is in the advertising, not something else, and (2) draw up a "realistic set of advertising objectives" which are related directly to advertising.

The Media Surveys You Use Show Conclusively . . .

WTVJ

Is South Florida's **LARGEST** Daily Circulation Medium



Only **WTVJ** *— with unduplicated network signal — delivers* TOTAL COVERAGE *of South Florida!*

Authoritative current circulation criteria verify that WTVJ is first . . . in daily *penetration* of America's fastest-growing area market, in daily *circulation* among South Florida's buy-conscious permanent residents.

Within South Florida's fabulous Gold Coast alone, WTVJ is viewed *daily* in 27% more homes than the area's principal newspaper is read. Complete details are available from your PGW Colonel or WTVJ Sales.

WTVJ **South Florida**

CBS **CHANNEL 4**

Represented Nationally by: Peters, Griffin, Woodward, Inc.

An Open Letter To WDIA from WABQ ...Cleveland's No. 1 Negro Station

October 27, 1959

Mr. Bert Ferguson,
Executive Vice President
& General Manager
Radio Station WDIA
Memphis, Tenn.

Dear Bert:

When I was in Memphis we were competitors, but since "leaving the forest" I have been able to "count the trees" and I want to go on record now to state that WDIA is truly America's Finest Negro Radio Station. But, Bert, move over, because WABQ is rapidly approaching that same category! WABQ will be with you soon!

Best of luck.

Cordially,

TUSCHMAN BROADCASTING CORPORATION

Eugene P. Weil

Eugene P. Weil,
Vice President and
General Manager

EPW:mf

WABQ

According to a Sept., 1959 Pulse of Negro audience, WABQ tops all stations during 16 out of 22 half hours — ties for first in 3 other half hour segments. WABQ is Cleveland's only station with 100% Negro programming to 260,000 Negroes.

FREE MERCHANDISING — PROMOTION — DISTRIBUTION AID

Represented nationally by Bernard Howard Company, Inc.

HARPER PARRIES BARBS AT TV

Says medium has become handy scapegoat; asks appraisal of demands made on networks

Tv has been made the whipping boy for "the fatness, indolence and even shoddy morality of which I'm afraid much of the country is guilty," Marion B. Harper Jr. declared last week.

Speaking before a Grocery Manufacturers of America session in New York last week, the president and chairman of the board of McCann-Erickson, also said that network spokesmen at the Capitol Hill tv quiz hearing might have done well to remind of the multiple and complex programming demands made on the networks by the nation.

M-E's Harper

Broadcasters should hold the reins

And, it would not have been "self-pity," he added.

His address, "New Challenges in Advertising Performance," also dwelt on the advertisers' responsibility in furthering proper programming. He said:

"When we place too much emphasis on ratings, don't we abdicate our responsibility for quality programming? It's true, with notable exceptions, that programming has been primarily the responsibility of the broadcaster. And the news in the last few weeks has made broadcasters more determined to hold the reins on programming."

Reminding of the GMA's overall theme of "Setting Our Sights For The Sixties," Mr. Harper described a series of trends and practices which are now on what he termed a "collision course" with a rapid expansion in advertising. One of these conflicting tendencies between various present-day trends or practices and advertising's imminent growth, he said, "has to do with the insistence on high ratings and on making mass audiences more massive."

Sit With The Driver • "It's proper that broadcasters should hold the reins, but sponsors and their agencies should exert a strong influence—first, to select out of the total population those viewers who are the best prospects for a sponsor's products; and second, to keep up with, and ahead of, audience tastes in order to provide a favorable environment for his selling messages; and third, to help networks provide more choices in kinds of programming as between one channel and another.

"In adding one more voice for quality —let me say a sentence or two that may place television's record in perspective. In reading the recent testimony of Frank Stanton and Robert Kintner, I felt it wouldn't have been self-pity if they had taken time to tell what the country expects of them. They might have said, for example:

'We are asked to relax people after the tensions of factory, farm and office—and at the same time to alert the nation to its challenges at home and abroad. We are asked to help solve the nation's educational crisis and at the same time break people up with belly-laughs. We are asked to produce drama and opera as well as kid shows. We are asked to capture the tantrums of Khrushchev, the smile of the weather girl, and an argument at first base. We are asked to count ballots for sheriffs and presidents—and for countries in the United Nations. We are asked—in rapid sequence—for illusion and realism. And, very properly, we're asked never to confuse illusion with deception.'

"The record of delivery for medium still in its early teens seems to me quite astonishing," Mr. Harper stated.

Tv, The Whipping Boy • "Another point, for the sake of perspective: it seems to me that, aside from the current quiz scandals, television is inevitably made the whipping boy for the fatness, indolence, and even shoddy morality of which I'm afraid much of the country is guilty today. It was a pretty shocking revelation, for example, that 100 out of 150 quiz witnesses lied to a grand jury.

"To return to our relationship to

"The Giant of Southern Skies"

4 GIANT FACTS* ABOUT RATINGS

IN GREENVILLE, SPARTANBURG AND ASHEVILLE

1 **GREENVILLE METROPOLITAN AREA**
Largest in the Market
Share of sets-in-use, Sign-on to Sign-off, Sunday through Saturday.

WFBC-TV	47.0
Sta. "B"	23.4
Sta. "C"	28.3

2 **GREENVILLE-SPARTANBURG METROPOLITAN AREAS COMBINED**
"The Heart of the Market"†
Share of sets-in-use, Sign-on to Sign-off, Sunday through Saturday.

WFBC-TV	41.1
Sta. "B"	21.4
Sta. "C"	30.0

*Here . . . amid all of the claims and counterclaims about ratings, dominance, and coverage in this, the nation's 42nd Television Market . . . are FOUR GIANT FACTS from the most recent survey (ARB Revised May 4, 1959). The ratings given in each case are for "Sign-on to Sign-off, Sunday through Saturday" . . . as opposed to the "early morning" or "selected quarter hours" ratings publicized elsewhere.

3 **GREENVILLE-SPARTANBURG-ASHEVILLE METROPOLITAN AREAS COMBINED**
Share of sets-in-use, Sign-on to Sign-off, Sunday through Saturday.

WFBC-TV	38.9
Sta. "B"	28.1
Sta. "C"	22.7

4 **TOTAL COVERAGE AREA-LEADING QUARTER HOURS-HOMES REACHED**
For total Greenville Spartanburg-Asheville coverage area, from Sign-on to Sign-off, Sunday through Saturday.

WFBC-TV	280
Sta. "B"	197
Sta. "C"	33

*ARB Revised May 4, 1959
†The greatest concentration of homes in the entire market is in Greenville and Spartanburg Counties.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

Only "The Giant" Gives You ALL THREE GREENVILLE, SPARTANBURG AND ASHEVILLE

Represented Nationally by WEED TELEVISION CORP.

every second counts!

Local advertisers are the first to "know what time it is," when it comes to the selling power of a radio station —they're the first to feel the results. And local advertisers are turning to WMAQ Radio in a big way these days. So much so, that local sales for the first three quarters of 1959 are up 37% over the previous year —and local sales for the first nine months of '59 set a new sales record each month. For big results, and no time lost, put your confidence in, and your sales message on

WMAQ

NBC Owned
670 in Chicago
Sold by
NBC Spot Sales

programming: Over the next few years —shouldn't we ask whether all-out concentration on ratings will force the appearance of a subsidized network? Won't we have to cooperate with networks to help them schedule programs in such a way that the viewer in a given city isn't forced to choose between programs of the same type at the same hour on different channels? Shouldn't networks jointly take initiative in providing more choices to the viewer; or shall we wait until a government commission dictates a prescribed balance of programming suitable to the commission's taste?"

Mr. Harper spoke at GMA's annual Life Line Awards luncheon at the Waldorf-Astoria Hotel.

Artists discuss good taste in tv ads

A panel of agency artisans in tv commercial production last week brushed aside intimations that "honest representation" of a product in a tv commercial could be considered deceit.

The distinction was stated by John Sidebotham, head of Young & Rubicam's tv art department. Fellow panelists discussing the taste level of tv commercials at a meeting of the Art Directors Club of New York did not dispute Mr. Sidebotham's position.

In essence, Mr. Sidebotham's observation was that the use of so-called "switch shots" was an "obvious fraud." But substitution of shaving cream or some other substance for icing on a cake was "honest representation." An example of a "switch shot" is the use of a new and different white shirt on camera to show—after displaying a soiled shirt—how well it is laundered by a product.

Reason why a shaving cream or some other substance often is used as icing on cakes or as a head on a beer is that hot lights will deteriorate the product displayed. So long as the substitute makes the product appear as it would when actually prepared, there is nothing wrong in a production device, he said, warning that "cheating" or "fraud" occurs when "more icing" is created than the customer could ever expect in using the cake product.

Other Avenues Explored • On responsibility—George Olden, director of graphic arts, CBS-TV, said the show producer actually exercises control in programs while in commercials, the agency and advertiser have control. His department, he noted, has complete responsibility for network on-the-air promotion permitting a greater freedom to network employes as to what they can do.

Mr. Olden said there had been no change in his responsibility since CBS President Frank Stanton enunciated the network's steps contemplated for greater control of commercials aired on the network and exploration with NAB for a possible new code for tv commercials.

On "torture" in commercials—Ray Lind, in charge of tv production at Benton & Bowles, tackled what he thought was a "lack of interest" in such commercials by art directors themselves.

Empathy • Mr. Lind said that while "torture" or pain commercials may be offensive to healthy people they strike a sympathetic note among people who suffer from the ills from which the product promises relief. Job of the agency art director is to study the product and decide what can help elevate the taste of the commercial.

If the "basic message" cannot be tampered with then the agency can try to improve the casting, the setting in which the actor is placed (why shouldn't the set design be pleasant rather than resemble a dungeon? he asked) and the sound track can be improved (blatant effects can "destroy" a good visual "torture" commercial).

Also discussed were the effects of taste level improvement on the believability or "truthfulness" of a tv commercial. William Duffy, senior tv art director, McCann-Erickson, asserted that the "taste maker" in a tv commercial has nothing to do with believability or truthfulness but he saw no reason why the taste level couldn't be raised while at the same time gaining believability in the product.

At another point, Dorothy Zimmer, tv commercial supervisor, N.W.Ayer, admitted that rating and sales chart demands could control (or hamper) the taste level of a commercial but it "shouldn't." The situation can be avoided, she thought, by bringing the art director into the original planning of an advertising campaign.

John Lanigan, vice president and general manager of Videotape Productions, New York, where the meeting was held, commented on poetic license in tv commercials.

He explained that distortion in the tv camera—not too noticeable by the human eye—is caused by a white shirt (slight overlap of the suit jacket lapel) and thus a blue shirt is used. The point here, he asserted, is that what the viewer sees is what represents a white shirt.

Blocks to Taste • All of the agency panel members were asked to discuss the question of what chief factor exists to restrict the art director in his attempts to improve commercial quality (or taste level).

Answered Mr. Lind: Lack of personal salesmanship; inability of the art director to explain new designs, new art work etc.

Mr. Olden said: The theory that "let's annoy them but by God they will remember it."

As for Mr. Duffy: "It's education and exposure" that are needed. Too little education or exposure in tv's needs create a stumblingblock to improve quality.

Said Miss Zimmer: There's a need for cooperation between departments in the agency—"All advertising people should get along."

Mr. Sidebotham: Do them (the commercials) the "way we would like to see them rather than give way to some 44 committees in the agency."

Self-Styled Experts • Some criticism was expressed of clients who pass themselves off as experts on commercial content when they in fact have little knowledge of either the commercial art or television. Mr. Duffy predicted the time is approaching when a client will place his trust in the agency's judgment and "buy" ideas on the basis of audience appeal and competitive factors rather than on appeal to the advertisers themselves.

Bitter pill for Carter: no "liver" title upheld

The Supreme Court last week refused to review a Federal Trade Commission decision ordering Carter Products Inc., a longtime broadcast advertiser, to stop using the word "liver" in advertising for its Carter's Little Liver Pills. The U.S. Circuit Court in San Francisco had upheld the FTC order, which also ordered Carter to stop claiming its product increases bile flow. FTC said the pills have no therapeutic value in treating any condition or disorder of the liver.

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week Nov. 4-10 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Nov. 4	Fred Astaire (9 p.m.)	NBC-TV	30.4
Thur., Nov. 5	Untouchables (9:30 p.m.)	ABC-TV	24.3
Fri., Nov. 6	77 Sunset Strip (9 p.m.)	ABC-TV	22.6
Sat., Nov. 7	Gunsmoke (10 p.m.)	CBS-TV	26.2
Sun., Nov. 8	Loretta Young (10 p.m.)	NBC-TV	26.1
Mon., Nov. 9	Bob Hope (8:30 p.m.)	NBC-TV	30.3
Tue., Nov. 10	Red Skelton (9:30 p.m.)	CBS-TV	24.5

Copyright 1959 American Research Bureau

Styled in elegant warmth for the winter... she's the serene shopper who's sparked by what she sees on **KOIN-TV**... the station that kindles your sales in Portland and 32 surrounding Oregon and Washington counties. For a fervent description of **KOIN-TV**'s high-degree ratings... for a glowing increase in your sales picture... just contact the mannerly, erudite gentlemen at CBS-TV Spot Sales.

TV's SPOT SQUEEZE

Katz seeks 30-second spot rate standards

The battle to relieve the "spot squeeze" in television is continuing at the marketplace, where time availabilities are offered to the national tv advertiser.

The Katz Agency Inc., station representative, reports it has queried its client stations on the addition of 30-second tv announcements to individual rate cards.

Katz says more than 75% of the stations it represents have signified acceptance of a clause that Katz has suggested for incorporation in rate cards. The station representative is attempting "standardization" among stations in setting 30-second spot rates.

Katz' suggested clause circulated to its represented stations recommends that the 30-second announcement take the rate of the 20 and 10 combined in station breaks where only the 30 length can be accommodated. In other instances, the 30 would take the minute rate. The 30-second commercial would be subject to frequency and plan discounts where applicable (and would be counted as a single announcement) and would necessarily allow for station identification.

The 30-second commercial is unorthodox. The NBC Spot Sales' fifth timebuyer opinion panel study showed that timebuyers prefer and most frequently buy one-minute spots, with 20-second announcements next in volume along with 10-second IDs (BROADCASTING, Oct. 19).

Two out of ten buyers on the panel recommended the 30-second commercial, while some indicated they would use this length if circumstances were right. As for pricing, four out of ten saw the 30-second length a good buy at the same rate as the 10 and 20 combined; five out of ten thought it should be priced lower than the 10 and 20-second spots together.

Buyer Preference • It is the buyer preference for the one-minute announcement that is basic to the so-called "squeeze" in spot television. Minutes are not easily accommodated between network shows, giving stations the alternative of scheduling them in other than prime nighttime hours or making room for them by "time stealing" from network show credits or "promos."

The advantage of the 30-second announcement use in place of the ID and 20 combined: one advertiser will use the time and thus not "share" attention with another advertiser and the advertiser can say more in 30 seconds than in 20 or 10.

Phillips Petroleum Co. (Phillips 66 gasoline and motor oil), Bartlesville, Okla., through Lambert & Feasley, New York, in an unusual purchase placed a 52-week schedule with WTVJ (TV) Miami for a 30-second "program" spot that provides a commercial message and the weather each weeknight at 9 o'clock (BROADCASTING, Oct. 12).

National Biscuit buys syndicated tv show

The National Biscuit Co. via Kenyon & Eckhardt, New York, has bought a firm 26-week run of *Big Mac Show*, a children's tv series, syndicated by United Artists Associated.

The advertiser's order calls for National Biscuit to sponsor a half-hour each week in any market in which UAA is able to place the series. In effect, this permits UAA to go into each tv market offering the series to stations with a half-hour a week already sold to National Biscuit on a national spot basis. It is expected that stations will program the series on a Monday-Friday strip basis.

In the K&E-UAA arrangement, the program can fill any time period and without a limit on the total number of markets. National Biscuit will sponsor the series for its Rice Honies, Wheat Honies and Shredded Wheat Juniors (all cereals). Identity on the show is obtained with the animated Big Mac, a train engineer, who leads into featurettes (package contains 210 reels of Warner Bros. featurettes which have not been on tv).

Recession year sales up for tv advertisers

Gains in sales were recorded during the recession year of 1958 by 82% of the major spot tv users among the nation's top 100 advertisers.

This is the key conclusion made in a new study, "Spot Tv and the Titans," released last Wednesday (Nov. 11) by the television division of Edward Petry & Co., New York. Another striking finding of the study was: Nearly half of the large advertisers that reduced their spot tv investment in 1958 lost ground in sales.

The study asserts that spot tv is growing "faster in popularity and usage" among the top 100 advertisers than is any other advertising medium. It points out that investment in spot tv in 1958 rose by 19% over 1957, while network tv's rise was 12% magazines, 1% and newspaper expenditures dipped 9%.

The Petry study, which makes use of the annual report of the top 100 advertisers compiled by *Advertising Age* reveals that 53% of the group

Another thinly disguised WJR success story

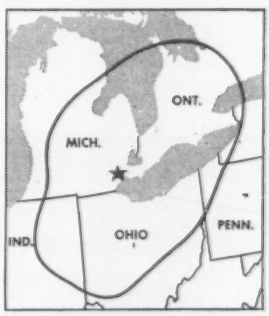
HOW TO MAKE A SALE WHEN YOU'RE OUTSIDE LOOKING IN

Quite often key men in industry are harder to reach than Mr. K. But, if you have a product or service to sell, these are the men to whom you must tell your story. How do you get to them quickly, easily and effectively?

You guessed it—the answer is WJR. Hear the tale of a carburetor manufacturer who recently advertised on the Goodwill Station. He wanted to create a greater awareness of his company and his product among a special group of auto industry buyers and their bosses. So he placed an announcement schedule on WJR and things began to happen. Doors opened, men listened. He got exactly the results he wanted . . . and then some! His salesmen were even nicknamed with a tag line from the commercials.

All this response from *one* series of announcements on *one* radio station. And no wonder! Listeners love our complete-range programming . . . programming with something for everyone. They've told us in thousands of unsolicited letters in just the past few months. WJR is *live* radio . . . radio that's brimful of vitality and variety.

The point is—whether you're talking to mass markets or small, specific groups, whether you're selling gasoline to millions or carburetors to a select few, the place to get results is WJR. Ask your Henry I. Christal rep for details.



WJR's primary coverage area
—over 17,000,000 people

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

AM STATION

WVNJ

recreates original performance realism of movie and show music with

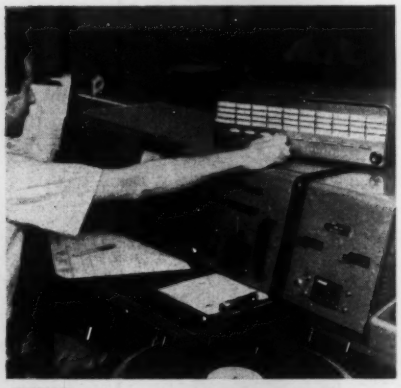
BLONDER-TONGUE AUDIO BATON

WVNJ, Newark, New Jersey, features popular, semi-classical and classical musical programming. An extensive library of 3000 albums and 20,000 records provides its listening audience with a wide variety of music.

Always seeking to improve AM broadcast quality, the station has continuously scoured the market for new and better ways to improve the fidelity of its musical broadcasts. In August, Peter Testan, Chief Engineer of the station, decided to add the Blonder-Tongue Audio Baton to the station's broadcast equipment. He heard of its ability to emphasize or de-emphasize critical frequencies within the audio spectrum, thus permitting complete control of nine frequencies individually. A dramatic improvement in AM performance was achieved—so dramatic in fact that listeners immediately began inquiring about the "new" sound emanating from WVNJ. The station stated that it has succeeded in recreating original performance realism of the many movie and shows.

WVNJ joins the growing list of radio stations including: WNTA, Newark; KYW, Cleveland, O.; WCEF Parkersburg, W. Va.; WATH, Athens, O; WCGC, Belmont, N. C. and others now using the Blonder-Tongue Audio Baton. Perhaps, you too would like to improve the quality of musical broadcasts or recording at your station, the Audio Baton is a low cost solution. Only $119.95.

Sold through distributors, or write direct for further details.



B-T LABS

BLONDER-TONGUE LABS., INC.
9 Alling Street, Newark 2, N. J. Dept. B-11
hi-fi components • UHF converters • master TV systems • industrial TV systems • FM-AM radios

spent more than 10% of their total measured media budgets in spot tv in 1958. It added that of the 39 companies which boosted their spot tv expenditures, 31 registered sales increases last year, whereas only 8 of the 15 companies which cut back on spot tv increased their sales during the same period.

An analysis is also provided in the study of the sharper spot tv emphasis in the budgets of five out of six important product categories—soaps-detergents, drugs-toiletries, foods, beer, oil and tobacco. The soap-detergent companies were the pace-setters with a 68% increase in spot expenditures to almost $75 million, followed by drugs-toiletries, up 15%; foods, up 5%; oil up 29% and beer, up 30%. The tobacco group proved the exception to the spot trend with an average 11% reduction in spot tv expenditures in 1958. The study points out that Lorillard, described as "the star sales performer in the field," more than doubled its spot tv investment in 1958 and increased the spot tv share of its total budget to 27%.

'BUY IT TODAY' Lively L. A. meeting tests tv ad tastes

The Ford Dog and Burgie's "Little Man" are the tv commercials most liked by members of the Los Angeles Chapter of the Academy of Television Arts & Sciences, according to a postcard survey of the membership. Results, reported Nov. 10, at a meeting on the subject of commercials, showed conversely, that ATLAS members found used car commercials the most objectionable on local tv, while the spots for Anacin were the least liked among all network commercials. Ban spots, particularly the marble statue sequence was a close runner-up for most objectionable spot title.

Commercials for Hamm's and Falstaff beers, Butter Nut Coffee, Wrigley's Gum, Chevrolet, Kaiser Foil, Calo Cat Food, Coca-Cola, 7-Up and Du Pont were among those favorably noted by Academy voters. Commercials for deodorants and headache remedies, along with hair removers, were those most heartily disliked.

To discuss "Commercials—Good and Bad," Budd Weeding, agency program producer for Leo Burnett Co., L.A., coordinator of the evening meeting, assembled a panel comprising; an agency man, Don Jordan, creative director of McCann-Erickson, L.A.; a film producer, William R. Gibbs, director of commercial and industrial films for MGM-TV; a station executive, Jack O'Mara, director of merchandising and promotion, KTTV(TV) Los Angeles; an actor-writer-comic who now creates commercials for radio and tv, Stan Freberg, president, Freberg Ltd., and a visiting authority, W.S. Sharps, president, Sharps' Television Services Ltd., a London firm of tv advertising consultants.

Tv A Bell-Pusher • Leading off, Mr. Jordan compared the tv commercial with the door-to-door salesman of 50 years ago, and listed a set of guides for making tv commercials a pleasant, welcome visitor in the American home, not an unwanted intruder. The good commercial, he said, is intimate and personal; it states the benefits the viewer will derive from its use clearly and simply; it emphasizes the benefit by dramatizing it; it plays up news about the product, but maintains a true-to-life perspective; it puts the name over in a way to make it remembered when the viewer goes to market and finally, the good commercial stands apart from its fellows because of creative differences. Creating a good commercial is as much an art, as great a challenge, as creating a good tv script or movie scenario, Mr. Jordan asserted.

"It's grand to throw a party so long as we can put it on the expense account," Mr. Gibbs declared to illustrate his point that in the American system of broadcasting a successful commercial is the only justification for the heavy expenditures an advertiser makes for a tv program. He urged producers to cooperate with agency people whose skill in creating commercials is basically responsible for the success or failure of any tv campaign.

Neither the length of a tv commercial nor the number of commercials matters, Mr. O'Mara stated, but whether the commercial itself is good or bad. "A commercial should be entertaining," he said, "which does not necessarily mean it should be amusing."

Reporting on *Cavalcade of Spots*, a summer series of half-hour programs made up wholly of commercials, about 18 to a broadcast, which he produced for KTTV as proof of the thesis that a commercial is often the most interesting part of the show, Mr. O'Mara said that fan mail indicated an unsuspected interest in commercials by upper-income bracket, well-educated people. These individuals, who might have been expected to object to commercials rather than to praise them, were the most enthusiastic viewers of the series, he said, adding that the commercials used on the series were the best available from Europe, Asia

Follow the leaders! The 25 biggest users of TV spot placed more spots on KYW-TV, Cleveland, than on any other station in the nation.

That's the report from BAR's first "National Placement Index" – a special analysis of TV spot business in 24 principal markets by the 25 national advertisers who buy more than two thirds of the TV spots sold. These big-volume experts—who have made a science of coverage, cost and repetitive impact—placed nearly twice as many spots on KYW-TV as on the average TV station in the monitored markets.

What's more, KYW-TV carried more of their spots than all other Cleveland television stations combined. Quite a record. And quite a compelling reason for you to take advantage of KYW-TV's influence... and the experience of the big advertisers who use it.

Write or wire TvAR or KYW-TV in Cleveland for immediate information on availabilities.

KYW 3 TV CLEVELAND

Represented by Television Advertising Representatives, Inc.

Westinghouse Broadcasting Company, Inc.

In Cincinnati
One Station–
WCKY
Does The Job of Two
24 Hours a Day

DAYTIME
NUMBER ONE IN
METROPOLITAN
AUDIENCE*
Mon.-Fri.—6:00 AM-6:00 PM
Average 4.7 rating

NITETIME
THE LARGEST
NIGHTLY AUDIENCE
OF ANY STATION
IN THE NATION
OUTSIDE OF 3 N. Y. CITY
STATIONS.**
476,150 Homes Nightly
CPM—8.4c

*April-May '59 Nielsen
**NCS #2

and Latin America as well as from the U.S.

Chimp Chaffs British • The British rule that isolates commercials from any connection with programs (no sponsorship is permitted) and forbids the airing of any commercial within a half-hour of the appearance of the Queen on tv or any other major national event was "written by J. Fred Muggs," Mr. Sharps stated. The use of the chimpanzee on Dave Garroway's *Today* programs in conjunction with films of the Coronation of Queen Elizabeth so aroused the English ire that the Tv Act was written to insure that such *Lese Majesty* could never happen there.

British tv producers have their own code which reinforces the provisions of the law governing commercial television, Mr. Sharps reported. For example, he said, a commercial which praises the advertised product by knocking the competitive "Brand X" is not acceptable. He also said that with only eight highpowered tv stations in the country, there is no local advertising on tv, no local live commercials, no used car advertising of the kind complained of here, in fact, very little automotive advertising at all.

Mr. Freberg, quoting from his talk to the AAAA meeting in New York the week before (BROADCASTING, Nov. 9), damned the advertising agency that not only goes along with the desire of the client to shout in his commercial that "our competitor's product is garbage" but contributes its own touch, so that the ad goes "Now, proof positive that our competitor's product is garbage." Mr. Freberg also blasted the broadcaster who accepts such advertising, charging that both he and the agency are too much afraid of losing business to reject commercials they know are bad.

Two Samples • Playing commercials he called not so much hard sell as "dull sell,"—one for Super Anahist, and one for Carter's Little Pills, Mr. Freberg said these are as unwarranted on tv as a woman in a theatre who stood up between the acts and discussed her gall bladder trouble in a loud voice. He showed commercials for Ralston's Instant Cereal, Instant Butter Nut Coffee and Glamorene Rug Cleaner as examples of commercials that are fun to watch but yet contain plenty of hard sell.

Mr. Sharps showed the audience a number of British commercials which had one common characteristic unusual in American commercials: they all ended with a still picture, held for some seconds, which included the name of the product, a picture of the package and the price. Also shown were the commercials which won the 1958 Hollywood Advertising Club Producers Awards (BROADCASTING, Feb. 9).

Harry Warner, legal counsel, Paramount Television Productions (KTLA-TV Los Angeles), was moderator of the evening meeting at The Beverly Hilton Hotel, Beverly Hills, Calif.

R.J. Reynolds leads Nielsen Radio Index

R.J. Reynolds was conceded the cigarette field in network radio during September. Other brands pulled out of the "Top 20" of the Nielsen Radio Index and left Reynolds to dominate the medium in the four weeks ended Oct. 4.

Time Inc. sustained the No. 2 spot it gained the preceding month both in terms of home broadcasts and commercial minutes. Electric Auto-Lite Co., runner-up in both categories, came from last place in home broadcasts in August and no place among Top 20 commercial exposures that month.

The complete lists:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco	336	140,839
2	Time Inc.	210	122,540
3	Electric Auto-Lite Co.	165	103,601
4	Ex-Lax Inc.	130	74,617
5	Bristol-Myers Co.	93	71,452
6	Chevrolet-Gen. Motors	142	53,697
7	Campbell Soup Co.	61	48,410
8	Armour & Co.	78	41,786
9	Grove Div.-Bristol-Myers	59	39,910
10	General Foods Corp.	77	37,981
11	Quaker Oats Co.	58	33,874
12	Hudson Vitamin Products	119	32,588
13	Ford Div.-Ford Motor Co.	89	29,477
14	Niagara Therapy Mfg.	34	29,125
15	Renault Inc.	39	28,830
16	CBS Electronics-CBS Inc.	46	28,335
17	A. E. Staley Mfg. Co.	53	27,844
18	American Home Products	48	26,162
19	Carter Products Inc.	109	26,012
20	Sterling Drug Co.	63	20,473

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco	210	83,613
2	Time Inc.	147	81,661
3	Electric Auto-Life Co.	124	72,378
4	Bristol-Myers Co.	80	59,389
5	Gillette Safety Razor	70	59,172
6	Ex-Lax Inc.	93	50,609
7	Chevrolet-Gen. Motors	122	48,963
8	Armour & Co.	78	39,859
9	A. E. Staley Mfg. Co.	70	33,850
10	Hudson Vitamin Products	124	31,465
11	United Motors-G.M.	46	30,949
12	Grove Div.-Bristol-Myers	47	30,378
13	Pabst Brewing Co.	29	29,478
14	Schick Inc.	29	29,478
15	Niagara Therapy Mfg.	36	29,369
16	Wm. Wrigley Jr. Co.	60	26,856
17	Quaker Oats Co.	43	26,119
18	Carter Products Inc.	115	25,832
19	CBS Electronics-CBS Inc.	44	25,399
20	Campbell Soup Co.	31	23,087

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.
Copyright 1959 by A. C. Nielsen Co.

KLZ-TV LOVES HIGH RATINGS...BUT

KLZ-TV also recognizes its responsibility in providing an overall program service which includes special programs to meet community needs, without regard for rating potential.

EXAMPLES: (These programs, all live, are typical examples of KLZ-TV's special public service efforts.)

OUT OF DARKNESS: A series of mental health which received this year's distinguished achievement award for reporting on community problems from RTNDA.

EXECUTIVE REPORT: Weekly reports by Colorado's Governor and Denver's Mayor.

SOUNDING BOARD: Panel discussing public issues.

HOUSE OF THE LORD: The ideologies of all religious faiths.

WEEK END GARDNER: Green thumb information.

PANORAMA: KLZ-TV's Peabody award winning penetration into community problems, unusual places, unique activities.

True public service without dependence on ratings can be a successful formula, even rating wise, as shown by ARB. KLZ-TV is first from sign on to sign off, seven days a week.

Jim Bennett, News Director, accepts for KLZ-TV the RTNDA Award for "Reporting on Community Problems."

CBS DENVER

KLZ TELEVISION channel 7

REPRESENTED NATIONALLY BY THE KATZ AGENCY

more than doubles your Indianapolis potential

only basic NBC coverage of America's
13th TV Market—760,000 TV homes.

For every 10 families in the Indianapolis Trading Area . . . there are 13 in its Satellite Markets. WFBM-TV dominates Mid-Indiana in total coverage and market penetration—Nielsen No. 3.

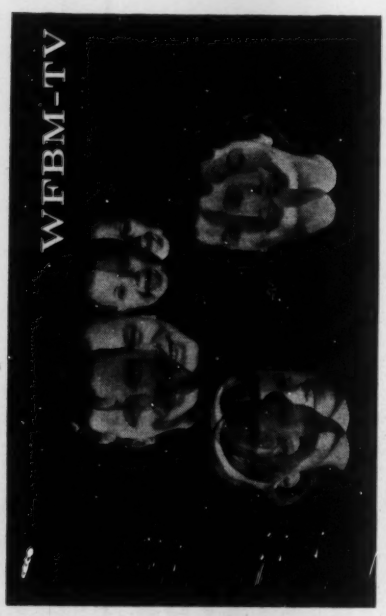
INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the KATZ Agency

CHANNEL 6 WFBM TV INDIANAPOLIS

OUR 10TH ANNIVERSARY



Tv spots stimulate American tea drinking

Tea producers consider broadcasting an effective stimulant. Growers and industry representatives from all over the world met at White Sulphur Springs, W.Va., earlier this month to hear that U.S. consumption is exceeding 30 billion cups annually and that cold weather advertising is budgeted at $1.2 million—all in spot tv.

The meeting was the 14th annual convention of the Tea Assn. of the U.S.A., attracting 250 to the Greenbrier Hotel, Nov. 2-4. Robert Smallwood, board chairman of the Tea Council, which is jointly sponsored by governments of India, Ceylon and Indonesia with the Tea Assn., reported that imports for the first nine months of this year were 82.1 million pounds, compared with 78.4 million for the same period in 1958.

John M. Anderson, executive director of the Tea Council, said the fall-winter "hot tea" campaign is adhering to the traditional theme of "take tea and see." Charles M. Dering, account executive of Leo Burnett Co., the council's agency, said the new campaign is "the biggest, boldest hot-tea tv effort ever beamed at the American public and will reach 27 million tv homes." The council is running IDs in 18 major markets, alternating three sales points: tea lets you sleep, tea helps you relax and tea gives you a lift.

The tv campaign runs October through March. A radio campaign for iced tea was on the air during the summer.

Exchange 'bank' set for radio commercials

Radio Advertising Bureau, New York, is offering a commercial exchange service in connection with its tape library of more than 3,500 examples of radio commercials. Inaugurated last week, the exchange service is called a "bank." It serves as a centralized source from which advertisers can learn the radio commercial approaches used by others in their field.

As outlined by Robert Alter, RAB manager of sales administration, the banking plan makes the commercials available on an exchange basis. For every radio commercial deposited in the RAB bank by a national or regional advertiser, RAB will supply a commercial employed by another advertiser in the same field.

"This constant interchange of radio ideas—a sort of reciprocal trade agreement—can help demonstrate the force, the selling power, and of course, the considerable flexibility of the medium," Mr. Alter explained. The bank is divided into 30 categories under headings ranging from airlines to wines.

• Business briefly

Time sales

Buys parade • Remco Industries, Newark, N.J., on behalf of its General Toy Div., will sponsor part of the Thanksgiving eve "Santa Claus Lane Parade" telecast on KTTV(TV) Los Angeles, Nov. 25, 7:30-9 p.m. General Toy will also sponsor a tv tape repeat of the 90-minute program on KTTV Thanksgiving afternoon, Nov. 26, 4-5:30 p.m. Webb Assoc. Inc., N.Y., is the agency.

Flying high • General Mills Inc., through Dancer-Fitzgerald-Sample Inc., N.Y., has purchased sponsorship in *Rocky and his Friends*, new cartoon series of adventure humor and fairy tales featuring Rocky, a flying squirrel and his pals, bowing on ABC-TV Nov. 19, (Thur. 5:30-6 p.m. EST). The series is created by Producers Assoc. of Television, Hollywood and New York.

UA's spot splurge • United Artists Corp., N.Y., which is extremely active in advertising its feature films via radio and television, has scheduled extensive air campaigns this month on behalf of its new releases, "Happy Anniversary" and "Solomon and Sheba." The agency is Monroe Greenthal Adv., N.Y. Time has been bought on 225 radio and tv stations to promote "Happy Anniversary," using as many as 500 announcements in major markets. The campaign for "Solomon and Sheba" will utilize 350 radio and tv stations.

• Also in advertising

Crosses Boundary • Friend-Reiss Advertising Inc., N.Y., announces its affiliation with Grosberg, Pollock & Gwartzman Ltd., 78 Charles St. W., Toronto. GP&G is reported to have more than 40 clients, including fashion houses, futniture companies, engineering firms and importers.

Agency league meet • League of Advertising Agencies Inc., N.Y., plans a series of nine all-day seminar sessions commencing Dec. 7, at the Essex House Hotel in New York. Billed as "shirt-sleeve" type sessions and moderated by Robert Douglass Stuart, former editor of *Advertising Agency Magazine*, the first meeting will explore the subject of "marketing services." Sessions will be limited to 25 members or non-members. A fee of $50 will be charged non-leaguers for each full day's seminar, which includes lunch.

WAVE RADIO and TV SCORE MAGNIFICENT "FIRST"

Commission, Produce, Broadcast Full-Length Opera To Dedicate New Studio Building

On Friday evening October 23, Channel 3 in Louisville carried a breath-taking broadcast which brought rave notices in the press—was covered by top national magazines—created astonishing *listener-response* in the form of telephone calls and letters from the entire coverage area.

The following excerpts from a story by William Mootz, Music Editor, in next morning's *Courier-Journal* capsule the event:

"With a handsome production of Lee Hoiby's three-act opera 'Beatrice,' WAVE christened its new radio and television center last night.

"WAVE's commissioning of Hoiby's opera was a unique gesture, a magnificent expression of faith in Louisville as a cultural center. That the gesture should culminate in the lavish premiere seen last night must be a source of great pride. . . .

"Last night's show was the result of impeccable teamwork between artists and technicians. And a beautiful show it was!

" 'Beatrice' boomed on Channel 3 last night as an opera of unfailing lyricism, written by a young man who has mastered the tools of his trade. Every aspect of the work is shaped with professional skill.

"George Tuell's settings can bear comparison favorably with the most expensive shows the networks have to offer, and Burt Blackwell's fluid direction was a triumph of skill and invention.

"Between acts, Robert Sarnoff, president of N.B.C., saluted WAVE in a congratulatory message.

"Sarnoff called the television center one of the nation's outstanding broadcast headquarters. . . .

"Pity Mr. Sarnoff wasn't here to see for himself. . . . 'Beatrice' was a fine and honorable interlude."

WAVE

RADIO AND TELEVISION
725 South Floyd Street
LOUISVILLE 3 • NBC
NBC Spot Sales, National Representatives

NAB CONFERENCES RESUME

Seek solution of tv's quiz scandal problems

Broadcasters were still wondering what hit them as they discussed the quiz scandals at several meetings held last week. But they were starting to work out constructive ways of meeting the crisis despite the continued newspaper exploitation of quiz-rigging revelations.

Management thinking was jelling at two NAB Fall Conferences (Fort Worth and Denver), Texas Assn. of Broadcasters (Fort Worth) and Assn. of Broadcasting Executives of Texas (Dallas). The NAB conferences resumed after a first-half intermission. Windup of the fall series comes this week on the West Coast (Los Angeles and Seattle).

In essence the broadcasters' approach was based on full assumption of responsibility for past production oversights and future programming plus a joint effort to put the matter into a sensible perspective.

Three questions were most asked by management: Has broadcasting been permanently damaged? Will program legislation be enacted? Are newspapers overplaying the story?

The Answers • The consensus of opinion: Damage is severe but not necessarily permanent; legislation will be hard to avoid if sponsored by the Dept. of Justice; newspapers have simply exalted an exciting story of extreme interest, though their editorial demands for program control could trigger the downfall of a free press by weakening a competitive medium's constitutional safeguards.

There was general agreement with E. K. Hartenbower, KCMO-TV Kansas City, member of the NAB Tv Code Review Board, that "the industry simply

NAB review board has some tv code amendments under

Two and probably three amendments to the NAB Television Code will be considered by the NAB Code Review Board in a meeting set for today (Nov. 16) in Hollywood.

The board also is slated to tape, for closed-circuiting by networks to their affiliates and also to independent stations, a special presentation urging code adherence.

The amendments up for consideration include (1) an explicit ban on rigging of quiz shows and (2) a requirement that commercials employ no audio or visual techniques which make it appear that the product performs better or faster than it actually does.

The latter is the first area into which the code board's investigation of commercials has taken it. The same general area also is first on the agenda of the Federal Trade Commission's new drive on misleading commercials, in which FTC has the code board's cooperation (BROADCASTING, Nov. 9). A report on the code board's staff investigation to date is slated for submission at today's meeting, which may continue into Tuesday and conceivably Wednesday.

Third Amendment • A third amendment which loomed as a probable agenda item deals with "fair and full disclosure" regarding the handling of news and information programs. This in effect would require that on news interview shows, for example, the audience be told if there had been rehearsal, if the scope of discussion had been limited by prearrangement or if interviewees had required that questions be submitted in advance.

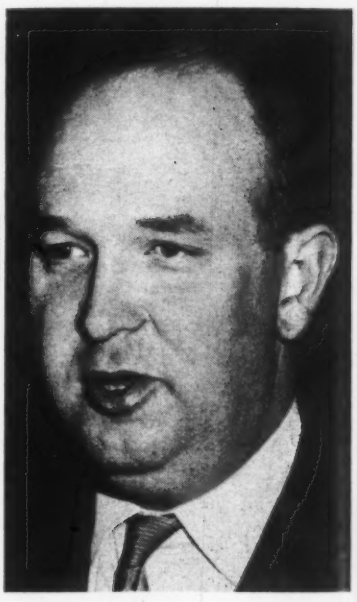
If the code board approved a code amendment, it then goes to the NAB Television Board for ratification. Since no tv board meeting is scheduled before Jan. 23-24, it was expected that any amendments coming out of the current meeting would be submitted to tv board members by mail for immediate ratification.

The code board presentation to stations is to be taped by CBS-TV at its Television City in Hollywood. It will feature Donald H. McGannon of Westinghouse Stations, code board chairman, in a 20-minute talk on the importance of code adherence, supported by two or three-minute talks by other board members. All three networks have been invited to carry the tape by closed circuit to their affiliates later this week. Affiliates would be asked to invite independent stations in their markets to witness the closed circuit.

McGannon Letter • NAB tv station members were advised of the critical industry situation last week in a letter by Code Board Chairman McGannon. He invited the managements of all stations to see the closed circuit tape and to join in recognizing and responding "to the urgent and vital need" for action.

Mr. McGannon warned that "in light of the Congressional atmosphere and heavy adverse publicity of recent date, the cries and demands from all quarters—including Congress—for additional regulation of television are reaching a new high.

"Those of us within the industry who are aware of the great things television has done as compared to the few but nonetheless serious and regrettable quiz show incidents, fully realize the futility as well as the destructive effect of governmental regulation. It is a real threat today, however, and beyond the difficulty of codification in such a regulation as well as the inevitable arbitrariness of governmental enforcement, it leads us right back to a point reached by major segments of the industry eight years ago—self-regulation" through adoption of the tv code.



Featured at ANA • Tv Code Board Chairman McGannon acknowledged advertiser cooperation and understanding in tv code efforts during his talk last week before the fall meeting of the ANA (see story page 50). But he warned broadcasters would not abdicate their ultimate responsibility for control of what goes on the air.

can't afford to give its critics any legitimate ammunition or to provide anything but program material of the best quality and highest taste."

Mr. Hartenbower said the board can't accept the cry by critics that tv is undermining the moral fibre of the nation "and is directly responsible for every act of violence since the sack of Jerusalem."

Louis Hausman, director of the new Television Information Office, outlined TIO's plans and repeated observations he made at the Broadcasters Promotion Assn. meeting Nov. 2-4 (BROADCASTING, Nov. 9). He summarized television's ability to cover world, national and local events for a ready-made,

consideration

Expressing regret that tv stations failed to embrace the code as widely and enthusiastically as they might have, Mr. McGannon said telecasters today are faced with two conclusions: (a) the threat of governmental regulation is real and imminent; (b) effective self-regulation can ward off governmental intervention and if we didn't have a tv code in 1959 the industry would be striving to write one.

Crucial Threshold • Mr. McGannon said, however, "an obvious and effective solution to this problem can be found in the honest realization of the value of the code." His several ways of accomplishing this:

- Broaden tv code membership to include, if possible, every tv station in America "so as to demonstrate that if self-regulation is to work, it simply cannot do so on just 40 or 50 or even 60% of the stations in the country."
- By meticulous adherence to the letter, and more importantly "to the spirit" of the code.
- By continuance of the high level of integrity demonstrated by the American broadcaster over the years.
- By indicating "without qualification and with much vigor our pride in the code, our respect for it and by endeavoring to maintain the regard and prestige of our communities."

The decision is essentially "resting in the lap of every broadcaster in America today," Mr. McGannon said, "and an all-out effort must be made to accomplish the foregoing objectives if we are to succeed in the fulfillment of the public trust that has been given to us."

minimizes drop-outs, tape breakage in your broadcast recording applications

RCA Sound Tape is a premium quality product designed for your critical broadcast-recording applications. Famous RCA dependability minimizes worry over drop-outs, tape breakage, distortion, and the loss of air time. Dimethyl Silicone, the built-in dry lubricant, reduces friction and head wear for the life of the tape. Splice-free Mylar* base tapes are supplied in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel.

For essentially flat response throughout the entire audio-frequency spectrum, for uniformity of output from reel to reel, and for high tensile strength for your broadcast recording applications, always specify RCA Sound Tape. Your local RCA Distributor carries a comprehensive line of dependable RCA Sound Tape. Give him a call today.

*DuPont Reg. TM

RADIO CORPORATION OF AMERICA
Electron Tube Division Harrison, N. J.

Another way RCA Serves Broadcasters Through Electronics

The
Beatniks
don't...

...but
everybody
else in
BUFFALO
prefers
WBNY

Best Buy
in the
Buffalo
Market

Call Jack Masla

multi-million audience built by entertainment programs.

Fellows Optimistic • NAB President Harold E. Fellows led quiz scandal discussions at Fort Worth and Denver with a flat declaration that "the entire industry is responsible, by the very terms of the license under which it operates." He called for strict adherence to NAB's radio and tv codes.

Voicing optimism over the future of the broadcasting industry, he said, "If broadcasters demonstrate a sense of cohesiveness, loyalty to each other, a quality of statesmanship, and an active participation, we can anticipate that as an industry we shall, through the years, demonstrate our capacity for greater freedom of operation, and be thusly rewarded. Nothing should be permitted to weaken or vitiate that hope and strength—nothing said by others, nothing of conflict among ourselves."

At an off-record discussion with members of Assn. of Broadcast Executives of Texas, meeting Nov. 9 in Dallas, Mr. Fellows frankly stated that broadcasters can't pass off blame for the quiz scandals on others despite the fact they weren't direct participants in program rigging. He called for a constructive approach to the crisis, including above-reproach programming.

John M. Couric, NAB public relations manager, chided Fort Worth and Denver delegates for their failure to tell the public about their impressive public service.

Family Problem • A personal concept of the quiz crisis was given Nov. 9 at the Texas Assn. of Broadcasters meeting by Charles H. Tower, NAB economist-labor relations manager.

Mr. Tower said the quiz affair is a family problem for the whole broadcasting industry, with no defense available for those directly involved. "We can't paint this lily white," he reminded.

"What will happen?" he asked rhetorically, in view of the wide variance in the way people view the situation. "What sort of crime or ethical offense was this? Are these producers and contestants bank robbers or murderers?"

Nobody Really Hurt • The lack of candor before the grand jury was "serious," he suggested. Trying to put the matter into a reasonable perspective, he said producers and contestants were in an unusual show business environment with its make-believe facade. "Nobody was really hurt," he said. "The sponsors sold goods and the public had a good show but these are rationalizations."

The public may not realize that networks were not directly involved or that they acted when aware of the situation, he continued, adding that stations were neither directly nor indirectly involved. "Some people believe quiz shows were 95% of programming," he said, "though actually they were a small share of video fare." He felt few persons "attribute evil to the broadcasting industry" and described industry ethics as "very high—as high as the legal and medical professions."

Mr. Tower ascribed the "tremendous" public reaction to the fact that people get a major share of their entertainment from radio and tv; to screaming headlines and to the normal interest "in somebody else's sin." He added, "It's a fine topic to whale away at."

Like President Fellows, Mr. Hartenbower and others, Mr. Tower said broadcasters must take precautions and exercise their program responsibility. "The press is making a big mistake by calling for correction in careless terms," he said. "Federal program control could easily reach to the press, which shares with broadcasting the responsibility of maintaining free communications."

Voicing hope the industry can emerge without serious damage, he urged each broadcaster to set his house in order and to tell the public what his station is trying to do, simply and effectively.

The new emphasis on radio programming requires station managers to take more interest in this phase of station operation, George W. Armstrong, executive vice president of the Storz Stations, told the Fort Worth radio session. He said the sales curve will be in deep trouble if managers fail to watch their programming at least as carefully as they watch sales. He urged broadcasters to develop a public relations and scholarship campaign that will attract young people into radio broadcasting.

Tv group authorizes two technical studies

The Assn. of Maximum Service Telecasters, meeting in Washington last week, authorized financial underwriting for two tv technical field studies to be undertaken by the engineering experiment station of Iowa State U., Ames. One project, a one-year study of uhf wave propagation, is scheduled to begin in January.

The second study will attempt to determine the extent and severity of interference to tv service which results from operations on adjacent channels. This study will begin in December and is expected to last three months. Dr. William L. Hughes, professor of electrical engineering, will supervise both projects.

AMST also approved WRGB (TV) Schenectady, N.Y., WTVD (TV) Durham, N.C. and WIBW-TV Topeka, Kan., for membership in AMST.

"...AND NOW AN IMPORTANT MESSAGE TO STATION MANAGERS, DIRECTORS, OWNERS..."

The Fascinating Health Information Show

"LIVING SHOULD BE FUN"

Is Available To Adult-Audience Stations!

Meet **DR. CARLTON FREDERICKS,** one of radio's great personalities, whose record as an audience-builder is unique in broadcasting circles.

Fact 1. The following advertisers have used The Carlton Fredericks Show for over 5 years:

Buitoni Products	Albert Frank—Guenther Law
Golden Mix	Edwin Meier & Sons Inc.
Goodman Matzos	Doyle, Dane & Bernbach
Realemon	C. H. Lillienfeld
Kretchmer Wheat Germ	George H. Hartman Co.
Levy Bread	Doyle, Dane & Bernbach
No-Cal Beverages	Gardner Advertising
Puritron	Maxwell Sackheim
Mt. Valley Mineral Water	Mt. Valley Mineral Water
Dannon Yogurt	The Zlowe Co.

Fact 2. In New York, a tough market, Dr. Fredericks pulled over 1,000,000 mail inquiries in a 12-month period.

Fact 3. Dr. Fredericks has a magnetism hard to equal ... in his first week on WLW he pulled 3,400 letters.

Fact 4. Dr. Fredericks inspires amazing audience loyalty ... 28 local and national advertisers are wait-listed.

Fact 5. Dr. Fredericks' "Living Should Be Fun" is available on a one-station-in-a-market basis for the first time. (Only this year was it contractually possible to offer this powerful package to stations across the country.)

For information that can help you build audience and sales, write or phone Herb Saltzman, % Station WOR, 1440 Broadway, New York City. Telephone: LOngacre 4-8000.

NBC RADIO SHOWS ITS 'BIKINI'

Affiliates told new program concept 'covers what needs to be covered'

NBC Radio affiliates trooped to New York last week, apparently prepared to endorse the network's new operational concept due to go into effect the first of the year. They heard from network officials the reason for and ideas within the new plan, and from one of their own the most succinct definition yet of what the network will offer. That was from Frank Gaither of WSB Atlanta who called it "a bikini-type network service. It covers what needs to be covered and leaves us plenty of exposure."

Basically, what NBC's new format will cover is (1) news—17 five-minute newscasts on the hour daily; (2) commentary—the new *Emphasis* service of 8 five-minute background reports daily; (3) the *Monitor* weekend service, and (4) *News of the World*. What it leaves open is everything in between, with all other "entertainment" shows (soap operas, etc.) to be sold to those affiliates who want them.

Matthew J. Culligan, executive vice president in charge of NBC Radio, told the affiliates that the new service must have 100% clearance, and that any station not willing to go all the way would have to drop out. What NBC seeks to achieve in the new plan, he said, is "a single point of view" about radio networking, and that only with unanimous backing could the plan succeed. He reported that 92 stations have already committed themselves to the new plan through 1960, with 31 others uncommitted but willing to go along if arrangements can be made for certain delayed broadcasts. Only four have said they don't intend to clear.

Acid Test • Mr. Culligan was backed in his statement to the affiliates by NBC Board Chairman Robert Sarnoff and President Robert Kintner. Mr. Sarnoff said that the new idea met the "acid test" of a radio network, and came after 10 years of trying various other concepts. He said NBC would not contemplate running a network on a no-compensation basis (a la CBS Radio's Program Consolidation Plan), but that neither could it continue to sustain mounting operational losses. Mr. Kintner said the plan would get listeners and would be profitable, adding that radio affiliates had no business staying in the red.

All three executives noted that maintenance of a national radio network system was essential both to the national security and to the public, a point emphasized later by FCC Comr. Robert E. Lee in addressing a luncheon session (see page 44).

The network devoted much of its meeting with the affiliates to underlining the new *Emphasis* concept of 5-minute comentary programs. It brought on news personalities Chet Huntley, Alex Dreier and Lee Hall to demonstrate how the commentaries would work—and to pitch them as well.

These commentaries would appear once each hour from 9 a.m. to 5 p.m. Unlike the 5-minute *News on the Hour*, which must be carried coincidentally on the whole network, the *Emphasis* programs can be taped and run on a delayed basis — but still must be used within the same hour period.

What They Can Buy • The "entertainment" area—those programs that affiliates can buy on an optional basis—didn't come in for much attention at last week's New York meeting. It developed later that the network has so far decided on only seven program formats to offer, and that letters of notification had gone out only last Monday.

These are the seven programs planned to date: *My True Story*, a half-hour program five times weekly; *Premiere Playhouse*, a half-hour show five times weekly starring Joseph Cotton, Gloria De Haven, Don Ameche and others in individual stories; *Inner Sanctum*, half-hour mystery program five times weekly; personality vignettes, 5-minute shows featuring different celebrities 20 times a week; sports vignettes, 5-minute sports features 20 times a week, and two "continuing programs" (15-minute soap operas five times weekly)—*Joyce Jordan M.D.* with Madeleine Carroll and *Washington Wife* with Celeste Holm.

Six Second the Motion • Another feature of last week's meeting was a panel of six affiliates who gave testimonials to the new network plan, each offering individual viewpoints. From Harold Grams, KSD St. Louis, came word that the station would be able to fit hourly weather programs into its schedule because of the news flexibility—and that he already had a sponsor in line for $41,600 a year. C.D. (Duke) Tully, WDSM Duluth-Superior, told how that station had joined NBC earlier this year, expecting a ratings drop—and getting it—but confident that with the new flexibility plus increased news programming he could strengthen the station's hold with its audience.

Louis Read, WDSU New Orleans, said that "if we had written the script it couldn't have come closer to NBC's new plan," Jack Shott, WHIS Bluefield, W.Va., said he likes the plans for "selfish reasons," as the network would supply the things his station could not hope to get any other way.

Van DeVries, WGR Buffalo, described that market's competitive situation and pointed out the problem it had in competing with local papers in the news area. The new service will make it possible to step up that competition, he said. Then Frank Gaither of WSB crowned it all with his bikini network remark, after saying that his station had been set to go independent several years ago but discovered it needed the network, and "it just made sense" to go along with NBC.

MR. KINTNER MR. CULLIGAN MR. SARNOFF

Unveil new operational plan.

Spring target date

WJPB-TV Fairmont, W.Va., which has been trying for the past four years to have its ch. 5 assignment designated from an educational channel to commercial, plans to go on the air next spring. The station will be an ABC-TV affiliate with possible secondary affiliation with CBS-TV. WJPB-TV is asking the FCC for triple identification: Fairmont-Weston-Clarksburg.

WJPB-TV will operate 11 a.m.-midnight, offering up to 10% of its time to educational tv interests.

Transistor made by TEXAS INSTRUMENTS INC., Dallas

The amazing transistor ... no larger than a match head, yet opening up electronic miracles never before dreamed possible. So minute, so exacting, it truly takes a quality touch to devise such an engineering masterpiece.

The quality measure of today's better radio and television stations requires no microscopic examination ... it can be felt, not only through audience reaction, but in advertiser product association.

WFAA

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Meet
Colin Selph

Colin Selph, 30 year veteran o radio, television and newspaper service now heads the West Coast office of Blackburn & Company. Meet Colin Selph and Jim Blackburn at the NAB Regional Meetings in Los Angeles at the Ambassador Hotel on November 16 and 17--and at the Olympic Hotel in Seattle on November 19 and 20.

Blackburn & Company
incorporated

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

SPOT RADIO HITS HOUSEWIFE

Reaches 61% of women before they shop; station rep study shows low spot cost

The efficacy of spot radio in reaching the Nation's housewives has been pointed out in a sound-slide film presentation prepared by the Station Representatives Assn. Members of the Association saw and heard the presentation at a meeting in New York last Wednesday (Nov. 11). Showings will be arranged shortly for interested advertising agencies. It also will be made available to radio stations throughout the country on a cost basis.

The 17-minute sound-slide film, prepared by Lawrence Webb, executive director of SRA in cooperation with the Association's Radio Sales Committee, stresses that local radio reaches the purchase-powerful housewives' market at a low cost-per-thousand and at a strategic time of day: just before they go out to shop.

Examples-In-Sound • As the presentation makes its various sales points in behalf of radio, it intersperses examples-in-sound of radio's services to the community: on-the-spot news reports, public service messages, various types of music, public service bulletins, weather and time news.

The continuous growth of radio set sales is detailed, covering various kinds of sets, including car radios, kitchen radios, bedroom radios, portables, and transistors. The presentation notes that this variety of sets accordingly reaches "housewives on the go, wherever they are." It adds there are approximately 146.2 million radios in the U.S.

The presentation stresses that about 80% of all the purchases of goods and services are made by women, and then adds significantly: "Housewives listen to the radio on an average of 4.6 hours per day . . . between the hours of 9 a.m. and 4 p.m. The listening audience is largely women . . . Radio reaches 61.7% of all women just before they go shopping, while tv reaches 23.8%; newspapers, 11.9% and magazines, 3.2%."

Cost Per - Thousand - Figures • The presentation offers statistics to show that radio's cost-per-thousand is considerably lower than that of television and claims that in the past five years, spot radio's cost per thousand has increased 2% while that of the various printed media has risen three to eight times as much.

Other characteristics of spot radio highlighted in the presentation: The medium offers flexibility, permitting choice of markets based on advertisers' requirements, and frequency, heightening the remembrance value of advertisers' messages. Mr. Webb reported that SRA plans to produce a similar presentation, outlining radio's appeal to the male audience.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approvals*

• WJOB Hammond, Ind.: Sold by Adair Charities Inc., non-profit corporation, and others to Julian Colby, David Smerling and others for $435,000. Messrs. Colby and Smerling are officers of ABC Vending Corp. Broker was Hamilton-Landis & Assoc. WJOB is 250 w on 1230 kc.

• WROA Gulfport, Miss.: Sold by Electronic Research Inc. to Charles W. Dowdy, Bainbridge, Ga., for $80,000. Transaction was handled by Patt McDonald Co. WROA is 1 kw daytimer on 1390 kc.

• KZIX Fort Collins, Colo.: Sold by Cecil H. Boyd to Leslie P. Ware for $35,000 plus certain liabilities. Mr. Ware is the owner of KLPW Union, KOKO Warrensburg, KYRO Potosi, all Missouri. Sale was handled by Hamilton-Landis & Assoc. KZIX is 1 kw daytimer on 600 kc.

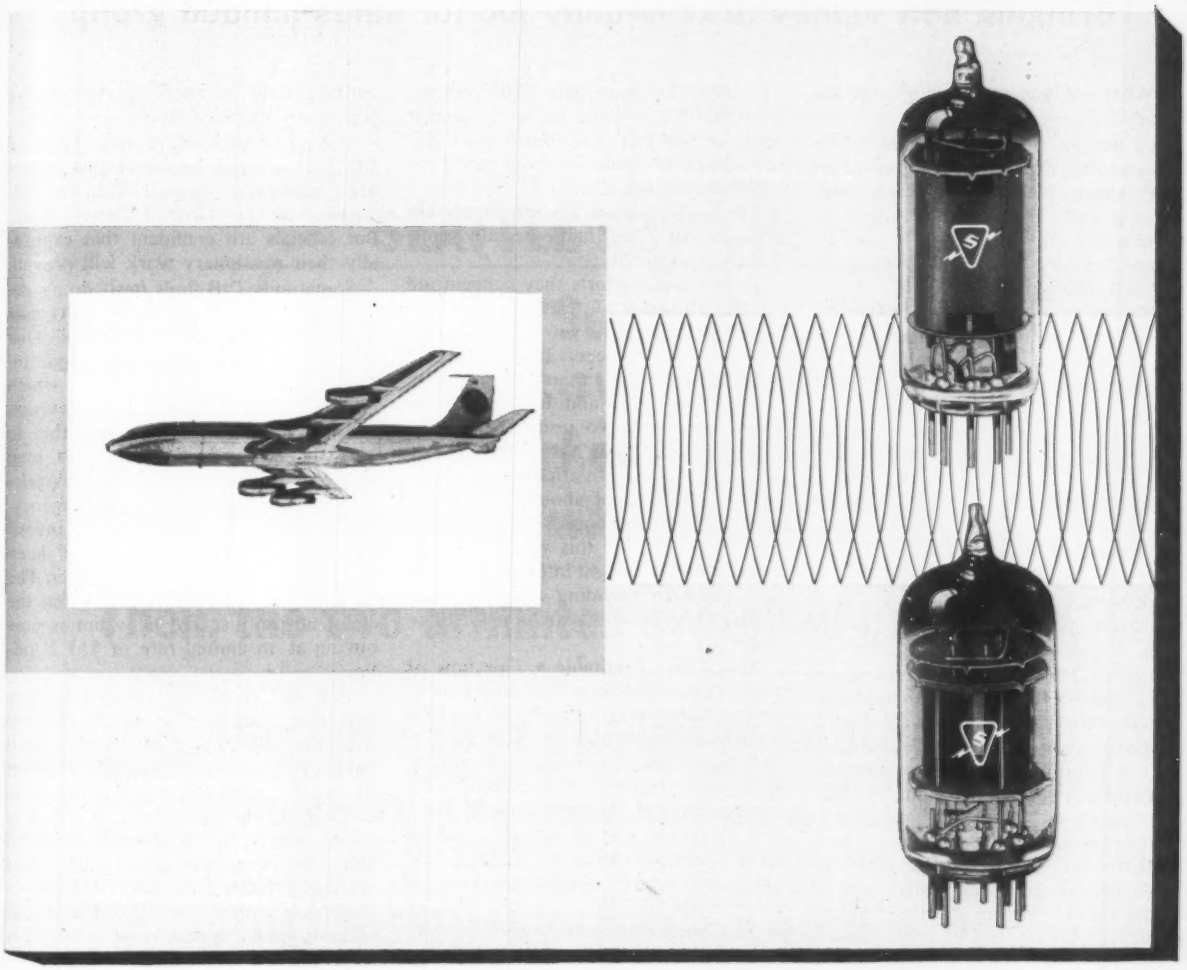
$150,000 fire knocks KXLF-TV off-the-air

Fire knocked out KXLF-TV Butte, Mont., last week, with the loss estimated at over $150,000. The fire in the transmitter house atop the 8,250-ft. Continental Divide was discovered in the early hours of last Tuesday morning.

The entire transmitter facility was declared a total loss by E. B. Craney, owner of the station. He announced that new equipment had been ordered and it was hoped that the ch. 4 station would be back on the air before the end of the year. The transmitter housing, although damaged, was still standing, Mr. Craney reported.

Arrangements have been made, Mr. Craney said, to feed KXLJ-TV Helena and KFBB-TV Great Falls with film of network shows. They had been fed network shows from Salt Lake City by way of KXLF-TV microwave.

SYLVANIA GOLD BRAND TUBES...



and the new standard for the jet age

Today, every major airline uses Sylvania Gold Brand tubes. And in the new jet airliners, where the demand for top performance and reliability is more than ever a critical necessity, Sylvania Gold Brand types are becoming the leading choice. On Pan American's Boeing Jet 707 Airliners over 27 Sylvania types are in daily use.

Sylvania has developed a line of 47 Gold Brand tubes specifically designed for commercial and industrial applications. They are identified with a GB prefix and have become one of the fastest growing tube lines in the electronics industry. They are manufactured to special Gold Brand specifications that tailor the highest military standards to the individualized requirements of commercial and industrial equipment.

For premium quality and performance in any electronic application, use the tubes with the Gold Brand, from Sylvania.

SYLVANIA GENERAL SYSTEM

Subsidiary of

GENERAL TELEPHONE & ELECTRONICS

SYLVANIA ELECTRIC PRODUCTS INC.
1740 Broadway, New York 19, N. Y.
In Canada: Sylvania Electric (Canada) Ltd.
P. O. Box 1190, Station "O," Montreal 9

TVB MILESTONES READ 'PROGRESS'

Bringing new money to tv is daily job for sales-minded group

"What are you guys doing with my money?"

It's not an uncommon question, or unwarranted, directed by TvB members to President Pete Cash and his associates at TvB. The answer can get a bit complicated in detail, but it can be summarized as follows: "We're using it to sell television."

This week, as TvB observes its fifth anniversary at its annual membership meeting in Chicago, it is collecting revenues at an annual rate of $1,007,377. Being a nonprofit organization, it is spending at approximately the same rate. It employs a staff of 41. Membership is at an all-time high of 256, consisting of 238 stations, 15 station representation firms and all three national tv networks. It has branch offices in San Francisco and Chicago in addition to headquarters in New York. Its staff executives travel close to a million miles a year and its offices send out uncounted reams of reports, presentations, how-to tips, success stories and assorted other sales literature in spreading the business gospel of television.

This level of statistics is generally regarded as impressive, but the one that most interests members, present and prospective, has to do with money: how much money they've paid in and how much they've got back—what sort of return they're getting on their investment.

Hard to Measure • It is impossible to segregate the volume of business that members individually or television as a whole have got as a result of TvB activities. TvB is the first to acknowledge that, like television itself, the bureau is part of a mix. Station and network salesmen, reps, agencies and advertisers themselves are all, like TvB, involved in the selling process. Most of the time it cannot be said that any one should get all the credit.

But it is simple arithmetic to count up approximately how much members have put in. From the first year, 1955, which it started with 52 members and ended with 174, through this year the total comes to about $4 million. The actual dollars are fewer than that, because this total is based on the annual rates at which TvB revenues were running at the time of the annual meetings, which in each year were the peak rates.

But say it's $4 million—that TvB has spent that much in its five years. How much business has television got in return?

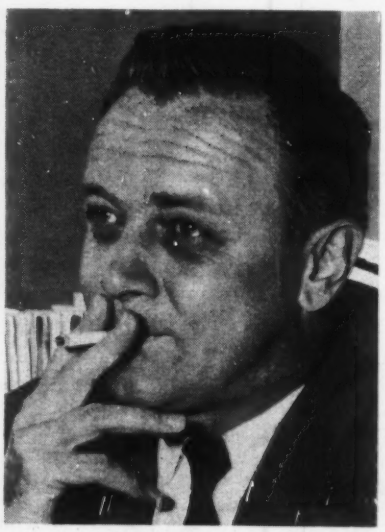
In the same span, television billings have risen by more than $700 million, from $809.2 million to an estimated $1.51 billion this year. But bureau officials make no pretense about being responsible for this gain.

They do, however, point to certain areas in which they had especially significant responsibility.

In their sales efforts they concentrate on the non-user of television and the light user, trying to get the former in and the latter in deeper. In this category they can trace more than $10 million in tv revenues (time and talent) through their work with two trade associations alone—the National Assn. of Insurance Agents and the American Gas Assn. NAIA, which spent about $250,000 in tv last year, has about $1.1 million allocated for spot tv this year, while the gas association bought into *Playhouse 90* and has been spending at the rate of close to $3 million a year on it for three years.

Side Effect Profitable • This type of sales work—and these are only two of several industry associations with which TvB has worked and plans to work—has financially rewarding side effects. Individual elements of the same fields may go into tv on their own, as General Insurance Co. of America and its local agents in some 33 markets, for example, recently decided to do on a co-op basis this fall.

The Brewers Foundation, the Carpet Institute and the Institute of Life Insurance are other trade groups with which TvB is working closely. The banking field is another. Automotive gets heavy emphasis too.



PRESIDENT PETE CASH
Spreads gospel of tv impact

Not all of such efforts have yet paid off. TvB is quick to admit that it has been singularly unsuccessful, for example, with the Portland Cement Assn. But officials are confident that eventually their missionary work will prevail.

Sometimes TvB finds iteslf doing defensive work—helping to keep a tv user from switching to other media. One such case, only a short time ago, involved a major baking company which in 1955 spent $5 million in television and by last year had boosted this to $9 million. The company's field men began to wonder whether all this television money was needed. The agency, considering the tv budget a good investment, called upon TvB to help it keep the client's media plans in line. The happy outcome of this story is that the client not only stayed in tv but is now buying at an annual rate of $11.2 million.

TvB will work with practically any advertiser who asks. It will work with client and agency together, or with them individually—and, if requested, without telling the other what it's doing. One of the conquests of which it is proudest is one which, up to a week ago, still had not been announced. This was prestige - laden International Business Machines, with whose highest brass the bureau worked quietly over a long period at IBM's request. IBM consequently is looking for a major program (CLOSED CIRCUIT, Nov. 9).

Among other sales in which TvB is pleased to take some credit in the last six months are those to Sinclair Oil (network special, plus spot), Kinney Shoes (tv expansion), American Motors (entry into spot).

Success Breeds Success • One of the bureau's most effective tools, aside from basic research, is the success story. Probably there is none in television that has been more widely played up than "the Lestoil story." In 1955 its billings (less than $100,000) ranked 328th in TvB's spot tv compilation. In the second quarter this year, the latest report available, its total was $4.5 million—an annual rate of $18 million. In 1955 Texize Chemicals Inc., another detergent maker, ranked 345th on TvB's list; in the second quarter this year it spent $1.3 million, or a $5.2 million annual rate.

The entire liquid detergent industry, which didn't exist a few years ago and didn't put $200,000 into tv as recently

SEATTLE SWITCH:

Prior to the end of September, the ABC-TV affiliate, KING-TV was the first station in the market. KOMO-TV, an NBC affiliate, was second.

Then, the two affiliates switched networks.

Now the first station in Seattle is KOMO-TV, the new ABC-TV affiliate.

1. KOMO-TV	(ABC)	40.5*
2. KING-TV	(NBC)	33.4
3. KIRO-TV	(CBS)	22.3

As ABC-TV goes... so goes the audience.

*Source: Nielsen Station Index, 4 weeks ending October 18, 1959, share of total audience, Sun.-Sat., 7:30-10:30 p.m.

as 1955, now accounts for $30 million in tv billings a year. "What we want to know," says President Cash, "is who is sitting on the next $30 million category?"

Retail business and banking are two which could easily become lucrative television clients. TvB is working on both—and feels it is making progress. It is encouraged, for example, that staid Sears, Roebuck has recently indicated a growing confidence in the medium; in 11 markets it authorized a 50% increase in tv allocations. And other stores more and more are getting into tv, which is true also of banks: one recently approached the million-dollar mark in annual television spending.

There are numerous other ways that TvB goes about the business of being what President Cash calls "a direct extension of the sales, research and promotion departments of stations and of agencies and advertisers." It prepares films for its own use and that of its members; its mailings to members — presentations, research studies, success stories, defensive tools, a catalog of co-op advertisers, reprints of other articles it considers helpful, etc.—cost close to $24,000 a year for postage alone. Its quarterly reports on the spot and network spending of television advertisers is a major effort.

TvB also has a year-long test of television advertising going with the Patterson-Fletcher retail store in Fort Wayne, Ind.

It has commissioned a comprehensive study of communications by Pennsylvania State U. that is seen as a continuing project. Out of it TvB hopes to get information that will lead to improved uses of television and, eventually, some numerical evaluation of the importance of sight, sound and motion and a better means by which television may be compared with competing media.

More Sales Clinics • The bureau also holds sales clinics for station and rep salesmen and plans to step up this activity. It works with colleges, hoping to sell undergraduates on television both as a sales medium and as a place to work. In this connection TvB officials are scheduled to appear in the near future at Syracuse U., Colgate and Michigan State. Eventually TvB would like to help train people for work in television sales.

Looking back on the first five years, officials are pleased to note that the emphasis in their work is no longer on why but on how to use television.

President Cash, who moved into the top job in October 1956 when Oliver Treyz left to become president of ABC-TV, expects television's revenues this year to break down to about $773 million in network (time and talent), $464 million in spot and $273 million in local. Altogether it would be a 12% gain over 1958.

TvB Board Chairman Clipp

Stations get 80% of total billings

He looks for continued growth both for the industry and TvB. As a part of its own growth, he announced, the bureau will move headquarters next year to 1 Rockefeller Plaza, New York. It is now at 444 Madison Ave. The move is expected to occur about mid-year.

Color Tv Impact • As for the television industry and "where it grows from here," Mr. Cash sees color television leading the way to a doubling of total advertising investments in the next 10 years, with tv getting "the lion's share of new dollars." Retail advertising is another major growth area for television in his look at the future.

Both past and future will be examined at this week's annual meeting, to be held Friday at the Sheraton Towers Hotel in Chicago. Highlights will include a new presentation, "The Great Exponential," and an address by FCC Chairman John C. Doerfer.

The meeting will be preceded on Thursday by a TvB board meeting, headed by Chairman Roger Clipp of the Triangle Stations. Before that, on Wednesday, the sales advisory committee will hold an all-day session.

TvB membership, a little more than half of all U.S. commercial tv stations, represents about 80% of total tv billings. At present rates, TvB revenues would be about $1.6 million if all stations were members (roughly 50% more than now). In addition to U.S. members, four stations in Canada, one in London and two in Australia have TvB memberships.

TVB'S TOP PRODUCT: SERVICE

Agencies, advertisers cite sales aid

What do advertisers and agencies think of the service they get from TvB? Here are excerpts from recent statements by a few of them, along with one from a member who used to run TvB, President Oliver Treyz of ABC-TV.

Jack Geller, tv director, Weiss & Geller, New York—"Some time ago we needed some information about the television activity of the beer industry. A telephone call to TvB resulted in our receipt, two hours later, of a series of facts, figures, charts, success stories, etc.—more than enough to meet our requirements.

"This is just one example of the excellent service we have been receiving from the tv bureau. Its continuous updating of facts and figures and its special studies and surveys have been most helpful in servicing our current tv accounts and in persuading other accounts to take advantage of the great medium of television."

R.J. Eggert, marketing research manager, Ford Motor Co., Dearborn, Mich. —"We appreciate the many ways in which TvB has been helpful to us in our work on analyzing the reaching power and impact of television. The Ford Motor Co. is putting a larger share of its advertising dollar into television than ever before.

"TvB's initial work on getting Nielsen to supply data on the reaching power of television among families buying new cars has been so useful that we have asked Nielsen to keep it up to date for us on a current basis. The E-Motion research on consumer attitudes toward all media helped to clarify television's position. . . . We also want to express our thanks for the many hours of personal time that TvB executives have given us in explaining their extensive research results."

Friday Night with Rambler • Fred W. Adams, director of advertising and merchandising, automotive division, American Motors.—"A schedule of Friday night television spots has been an important part of the advertising campaign announcing the 1960 Rambler models. Needless to say, the very satisfactory result of our similar spot campaign in the summer was respon-

now you can **Freeze Videotape Action!**

with the

NEW Hughes Storage Monitor

Videotape advantages are well-known—superior "live-quality" picture reproduction, immediate playback and greatly reduced costs. One of the major difficulties to date has been development of efficient videotape editing methods and techniques. Now, Hughes makes available to the industry a Storage Monitor for use as a key unit in the design of videotape editing systems.

The new Hughes Storage Monitor operates like any standard TV monitor until you press the button. Immediately the Hughes 5" TONOTRON® Tube freezes the image, holding it until the monitor mode is restored.

Advantages to TV engineers include: High-Speed tape processing. Better program continuity and quality. Less tape wear during editing. Highest utilization of video recording equipment.

Pictures may be held for approximately ten minutes with a minimum of 5 half tones. Input may be from separate or composite video sources. Push-button controls permit local or remote operation.

Model 201 Storage Monitor is available in several mounting arrangements—portable or rack mounted, individually or in groups, for sequential frame study. This permits rapid selection of individual frames and desired action sequences.

For additional information write to: Hughes Products, Industrial Systems Division, International Airport Station, Los Angeles 45, California.

Now! A television monitor with a memory... capable of freezing any TV action.

Video Signal	Positive Video or Positive Composite Video (sync. neg.) coaxial cable input, 1 volt p-p.
Separate Sync Inputs	Negative sync, coaxial cable input.
Input Impedance	100 ohms each on Separate Sync Inputs. 1000 ohms on Video Input (with parallel terminal for 75 ohm matching termination).
Video Bandwidth	Approximately 6 mc.
Vertical Scanning Frequency	60 cps. interlaced.
Horizontal Scanning Frequency	15,750 cps.
Picture Size	4 inch useable diameter.
Power Requirements	115 V 50/60 cps. 130 watts.
Dimensions (Model 201)	14" x 8-1/2" x 16-1/2" wt. approx. 40 lbs.
Mounting (Model 201-R)	Standard 19" relay rack
Phosphor	P-4 (Television black and white)

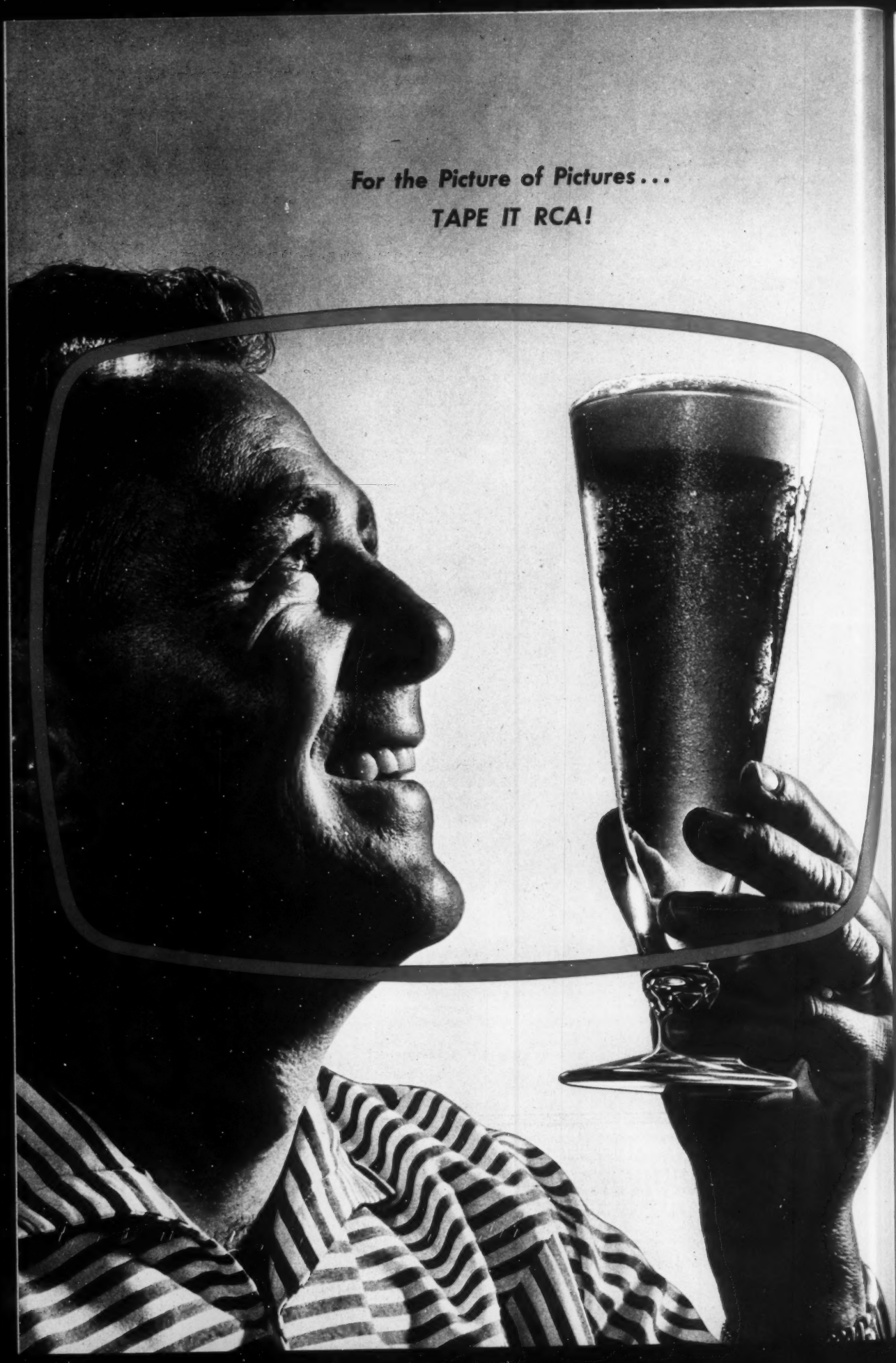
INDUSTRIAL SYSTEMS DIVISION

HUGHES PRODUCTS

©1959, HUGHES AIRCRAFT COMPANY

Creating a new world with ELECTRONICS

SEMICONDUCTOR DEVICES • STORAGE TUBES AND DEVICES • MICROWAVE TUBES • VACUUM TUBES AND COMPONENTS • CRYSTAL FILTERS • MEMO-SCOPE® OSCILLOSCOPES • INDUSTRIAL CONTROL SYSTEMS


For the Picture of Pictures...
TAPE IT RCA!

PICTURE THE PRODUCT

WITH

SPARKLING REALISM . . .

ON RCA TV TAPE!

One glass of cool, frosty refreshment—enticing your viewers with its sparkling realism—can make more people go out and buy than 10,000 words! Your local live commercials can attain the highest standards of picture quality. Whether it's beer, or pop, or pies, or cars, you see the product features in sharpest detail on RCA TV Tape. Designed for color picture perfection, the RCA TV Tape Recorder adds an extra bonus to black and white, producing pictures which are exceptionally clear and crisp. Tapes *made* or *played* on RCA equipment give best possible results. Among its advanced features your engineer will commend are *electronic quadrature adjustment*, *sync regeneration*, *four-channel playback equalization* and *built-in test equipment*. See your RCA Representative or write to RCA, Dept. TR-4, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

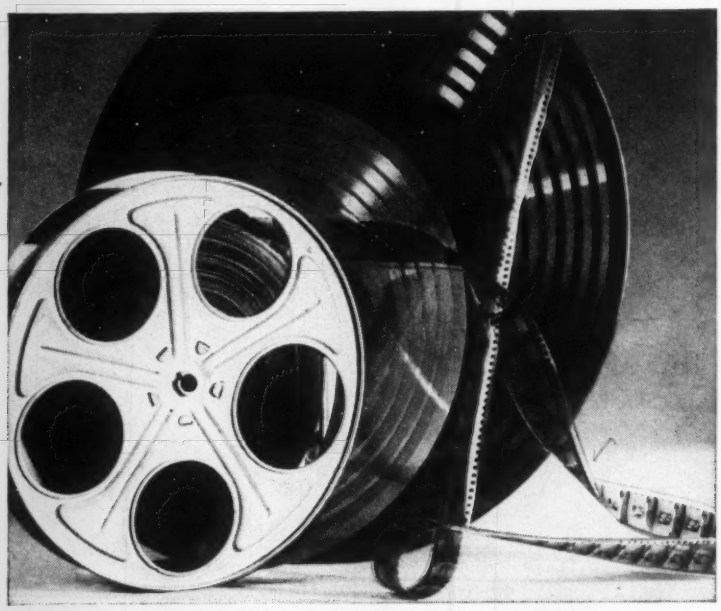
ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.



When you gotta get the show on the road...

SHIP BY
GREYHOUND®
PACKAGE EXPRESS

IT'S THERE IN HOURS... AND COSTS YOU LESS!

24 HOUR SERVICE...7 DAYS A WEEK... HOLIDAYS TOO!

Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many places not reached by other public transportation.

Packages get the same care as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

Call your nearest Greyhound bus station or write to Greyhound, Dept. B11, 140 South Dearborn Street, Chicago 3, Illinois

sible for the selection of tv spots during the vitally important announcement period.

"The information that TvB brought to us did a lot to stimulate the effort here and at our agency to find the right way for us to use the power of television. I might add, too, how helpful we found TvB's material when we first proposed the Friday-night campaign to our management."

Frank B. Sawdon, president, Frank B. Sawdon Inc., New York.—"TvB gave us splendid cooperation on a television survey we have just completed for one of our clients, Kinney Shoes. It was our problem to sell the account off newspapers and onto more television. The material TvB furnished was very helpful in the preparation of the presentation to our client."

Lester E. Johnson, Applegate Adv., Muncie, Ind.—"Without the grand presentation TvB made in Chicago of the tv story and without the research material it has prepared or gathered in these few years, I doubt if we would have recommended tv to our clients for 1959. I hope the tv bureau will stay in business another five years (and many more) until we get *all* our problems licked."

Philip E. Robinson, director of communications, Tyrex Inc., New York.—"In helping Tyrex Inc. get off the ground in television, TvB's frequent visits to this office, together with the untold amounts of very pertinent data that it put in our hands, have been much appreciated. Although we have not yet seen the results of its field work, I am sure it will be of the highest order and certainly will be of great benefit to us in determining how to set up our television programs and advertising schedules for 1960."

Retailing in Fort Wayne • Dwight Shirey, president, Patterson-Fletcher store, Fort Wayne, Ind. — "We have learned many things with TvB's help that were completely foreign to us 12 months ago. We are expecting television to add much of our effectiveness as a retail store in the months and years ahead, and will be ever grateful for TvB's helping us to get off on the right foot."

Edward D. Madden, Geyer, Morey, Madden & Ballard, New York.—"TvB's performance makes it impossible to overlook the value of television as an advertising medium. More important, its follow-through helps agencies and clients alike to get quickly the valid facts about television's performance in specific product categories. [TvB materials] give us tools we need to use and buy television more effectively."

Edward A. Grey, senior vice president in charge of media, Ted Bates & Co., New York.—"We want to extend our sincerest appreciation and gratitude to TvB for the excellent cooperation and service consistently received these past years. Its special studies and background data have contributed importantly to the development of the industry."

Alvin Dreyer, media research manager, J. Walter Thompson Co., New York.—"TvB has been a most useful and serviceable source of broadcast data for us and in practically every case the many requests we have submitted have been handled in a very constructive and helpful manner. Much of the bureau's work in specific product categories and the various 'success' stories, to name a few of its services, have helped in a major way to project the importance of television in media planning."

ABC-TV President Oliver Treyz said: "On the fifth anniversary of TvB it is clear that the pioneering done by TvB's founders, Roger Clipp, Clair McCollough, Pete Cash and the others, together with the investment to date of several million dollars by the industry in the growth of TvB, has been vindicated.

"TvB has impressed upon the business world the value of television advertising and the indispensable role of the television commercial as the key link between buyer and seller.

"Today, within the context of television's problems and opportunities, the continuing need of TvB is even more apparent than that when it was started five years ago."

Newsman flees

Mutual reported last week that Thomas Jacobson, its correspondent in Havana, left the country abruptly last Tuesday (Nov. 10) after he had been grilled for three hours the day before by armed Cuban secret service agents. He said they questioned him sharply and in "a warlike manner" about his news sources and on the activities of an American friend in business there. He claimed his telephone was tapped and voiced the belief that he was questioned because of a broadcast he made speculating on the disappearance of missing Cuban Army Commander Camilo Cienfuegos. When he told MBS officials in Washington that he feared for his life, they advised him to leave Cuba. He left on Tuesday for Miami.

Safety Council makes annual farm awards

The National Safety Council has reported the recipients of its farm safety public interest awards—two radio networks, 9 tv stations and 32 radio outlets.

The winners, announced today (Nov. 16), were picked on the basis of exceptional activities in connection with the 16th annual National Farm Safety Week this past July and during the preceding 12-month period. Among recipients of the non-competitive awards were NBC and CBC radio, plus 12 farm publications. Awards are announced in advance of the National Assn. of Tv-Radio Farm Directors annual convention in Chicago (Nov. 27-29).

Serving as judges were Woodrow Luttrell, information director, American Farm Bureau Federation; Bill Mason, farm program director, WLS Chicago; Ralph Ostrander, farm director of WKRS Waukegan, Ill., and mayor of Woodstock, Ill., and Maynard H. Coe, director of NSC's farm division.

The complete list of this year's broadcast winners follows alphabetically by states:

Colorado—KUBC Montrose. Georgia—WSB Atlanta. Illinois—WBBM and WBBM-TV, WGN, WLS Chicago; WDZ Decatur. Indiana—WIBC Indianapolis. Iowa—WHO Des Moines. Kansas— WIBW and WIBW-TV Topeka. Kentucky—WAVE and WAVE-TV Louisville. Massachusetts—WHDH and WHDH-TV Boston. Michigan—WHFB Benton Harbor; WKAR East Lansing. Minnesota—KUOM Minneapolis.

Missouri—KLIK Jefferson City; WDAF and WDAF-TV Kansas City, KMMO Marshall, KWTO Springfield; KFEQ and KFEQ-TV St. Joseph. Nebraska—KFAB Omaha. New York— NBC Radio, New York; WGY Schenectady. North Carolina—WUNC-TV Raleigh; WSJS and WSJS-TV Winston-Salem. Ohio—WLW Cincinnati; WRFD Worthington. Oregon—KOAC Corvallis; KGW and KGW-TV Portland. Pennsylvania—WEJL, WGBI Scranton. South Dakota—KSOO Sioux Falls; WNAX Yankton. Tennessee—WATE, WNOX Knoxville. Canada—CBS Radio, Toronto.

L.A. fm faces deficit

With an anticipated gross income of $90,000 from 7,500 regular subscribers for the first full year of operation, KPFK(FM) Los Angeles will fall $30,500 short of the funds needed to complete paying for construction, to install new equipment and to pay operating expenses. KPFK, a non-commercial station, is supported by $12-a-year subscriptions to its program bulletins.

Noting that the anticipated income covers the operating expenses of $87,300, Terrell T. Drinkwater, KPFK general manager, in a letter to the station's present 3,800 subscribers, said that "future financing looks stable, once the first year's costs have been met." He asked them "to make this possible" by making additional contributions to KPFK.

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FIRST ON YOUR DIAL

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THE VOICE OF NEW YORK

Call us collect at MUrray Hill 8-1500
Or contact AM Radio Sales.

WNAX staffer wins Life Line food award

Wynn Hubler Speece, women's director and broadcaster for WNAX Yankton, S.D., last Tuesday (Nov. 10) received the top award for radio food reporting in the Life Line of America trophy competition sponsored annually by the Grocery Manufacturers of America Inc.

As sponsor of the top winner, a bronze plaque was awarded to Donald D. Sullivan, vice president and general manager of WNAX. Both Mrs. Speece and Mr. Sullivan were in New York to accept the awards, which were presented during ceremonies at the Life Line of America luncheon at the Waldorf-Astoria Hotel, a highlight of GMA's 51st annual meeting.

MRS. SPEECE

Three certificates of honor were presented to radio women who were runners-up for the top prize, a sterling silver Tiffany bowl. They were given by Paul S. Willis, GMA president, to Josey Barnes, KDYL Salt Lake City; Martha Crane, WLS Chicago, and Esther Hotton, WTMJ Milwaukee.

GMA Life Line awards are offered to newspaper and radio women in alternate years. Next year the competition will be open to television and farm publications women. The women are judged for their reporting and interpreting of the Life Line story . . . the story of growing, processing, transporting, distributing and researching better and more nutritional food products.

KXL owner answers McLendon's charges

"Absolutely without foundation" were the words used last week by Lester M. Smith, general manager of KXL Portland, Ore., in answering a complaint by Gordon B. McLendon, multiple station owner, that KXL lured one of his "air personalities" away with an offer that led to a breach of contract (BROADCASTING, Nov. 9).

Mr. Smith said the McLendon complaint "has been served on us and it is absolutely without foundation. We regret to see him take this action as we are prepared to justify our position in court. Our three stations have been dominant in Seattle, Portland and Spokane for many years. Our programming is not based on hiring any from McLendon personnel."

Mr. McLendon had said the McLendon Corp. is filing suit against Mr. Smith and Art Wanderlich, a disc jockey, who, he said, jumped his contract with Mr. McLendon to go with KXL. The Oregon suit asked for damages of over $10,000. Mr. McLendon said he has a suit for breach of contract against another disc jockey, as yet unnamed.

KMOX studios toured by top CBS officials

KMOX St. Louis unveiled its radio-only building last Tuesday for CBS network officials and over 100 local civic leaders.

The functional two-story structure thus became the first radio-only facility to be constructed among all CBS o&o Radio outlets in 20 years. Dr. Frank Stanton, CBS president, who attended the dedication, said the building demonstrates CBS's "faith in the dynamic future of radio."

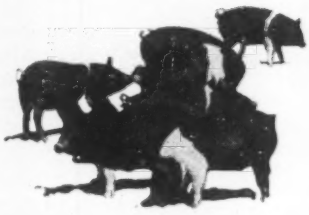
Other network officials on hand were Arthur Hull Hayes, president of CBS Radio, and Jules Dundee, vice president in charge of administration. Robert Hyland, CBS vice president and general manager of KMOX radio, and other station personnel served as hosts for the tour and reception. A similar one will be held this week for advertising agency representatives.

The new building, measuring 15,500 square feet at 1144 Hampton Ave., is designed along functional lines, with executive and general offices on the first floor and operations on the second. Among features are three separate and complete remote-controlled studios, with a three-dimensional view of control rooms and all equipped for either monaural or stereo broadcasts; a building front with white clay tile "solar screen," and vertical window sections of gray-tinted glass and white glass panels.

NBC expands radio-tv public service shows

Special programming in the areas of news and public affairs has been expanded on NBC-TV and Radio, according to plans announced Nov. 9. A Special News Programs unit, headed by Julian Goodman, director of news and public affairs, has been appointed to be responsible for creating ideas, advance planning and on-air production of special programs in the fields of news and public affairs. The unit will also serve as a continuing liaison with NBC-TV sales planning and special program sales.

Four production staffs, working under Mr. Goodman, are headed by Reuven Frank, Chet Hagan, George Heinemann and Louis Hazam. The first unit-produced special, "Politics 1960," was presented last night (Nov. 15) from 7 to 7:30 p.m. EST.



Stock Report

Nature has relaxed a bit in Iowa these brisk fall days. Seeds no longer dance in the fat dirt. Their progeny have matured—to the martial music of the wind. Hard corn ears plop against backboards; wheat kernels start their devious route to dining tables.

Pigs still englut meals planned as carefully as a baby's, grow into obese hogs with bacon slabs glinting in their owners' X-ray eyes. Guernseys turn vegetation into butterfat. Black Angus build beef as they ruminate, perhaps about imminent fulfillment of their destiny. Chickens cluck stupidly, bragging about egg production; geese gaggle and turkeys trot down the inexorable road to momentary glory.

Each year Iowa's black soil produces more wealth (we've said this before, but maybe you weren't listening) than all the gold mines in the world. Yet agricultural Iowa is less than half the story. Industrial Iowa lines far more pockets.

Midst all this husbandry and industry Eastern Iowans find time to listen to WMT. We average (5 a.m. to midnight) more audience than the combined total of all other radio stations located in our Pulse area.

WMT
CBS Radio for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives:
THE KATZ AGENCY

You Miss 1,300,000 Potential Buyers without ROUNSAVILLE RADIO

You must aim right or you miss the buying power of more than 1,300,000 Negroes in the Rounsaville Radio coverage area . . . consumers with $824,000,000 to spend—AFTER taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. You can make excellent use of our Know-How to sell your products. We'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

Survey to analyze employment needs

NAB will mail a memo to members this month on the joint NAB-Assn. for Professional Broadcast Education "Broadcasting Industry Employment Research Study" which starts in January. Charles H. Tower, NAB broadcast personnel and economics manager, told this to the Texas Assn of Broadcasters meeting in Fort Worth preceding an NAB regional meeting there last week.

A pilot study was made last spring. It was reviewed this fall and questionnaires will go out in January to an "at random" cross-section of some 6,000 of 75,000 people in broadcasting, ranging from station managers to technicians (i.e., both supervisory and non-supervisory jobs). Object is to determine employment needs from management's viewpoint. Data will ask background of personnel, education and/or training for present job and suggestions from management. It's not yet determined whether network personnel will be included.

Mr. Tower said the success of an organization or industry depends on the people working in it and the broad objective of the new study will be "to learn something about the kind of people we have in broadcasting."

Though it is hard to see all the benefits that would derive from such a study, some of them are clearly in view even at this early date, he said. Among them:

Correlation between job-success and various patterns of job-experience in broadcasting; relationship between educational background and success in broadcasting; recommendations on type and utility of broadcasting training in universities; analysis of broadcasting employes' attitudes toward their work and their business; information on skill shortages in broadcasting.

Headquarters for the project will be at the U. of Oregon, Eugene, Ore. Station managers will be asked for the names and home addresses of employes in specified classifications and questionnaires will go directly to the homes.

AB-PT executives' earnings listed

Earnings of top executives of American Broadcasting - Paramount Theatres Inc. have been listed in a proxy statement issued by the board of directors to the company's stockholders. The statement listed the aggregate remuneration received by the following AB-PT officers for the fiscal year 1958:

Leonard H. Goldenson, president, $184,000 (includes expense allowance of $25,000); Edward L. Hyman, vice president, $56,000; Sidney M. Markley, vice president, $56,000; James G. Riddell, president of WXYZ Inc., Detroit subsidiary of AB-PT, and executive vice president of ABC Div., $50,500 (includes portion of year after he was elected a director on March 10, 1958); and Simon B. Siegel, financial vice president and treasurer, $61,000. All directors and officers of the corporation as a group received a total of $520,945 for the period.

AB-PT stockholders have been asked to attend a special meeting Nov. 24 at its New York office to consider and vote upon the approval of a restricted stock option plan, as set forth in the board's proxy statement issued Oct. 22. Under this plan up to 350,000 shares of AB-PT common stock would be optioned to key officers and employes for the purposes of retaining their services, attracting new management personnel when needed for future operations and growth, and to give them an opportunity to share in the company's success.

MBS reshuffle near; Dominicans lose plea

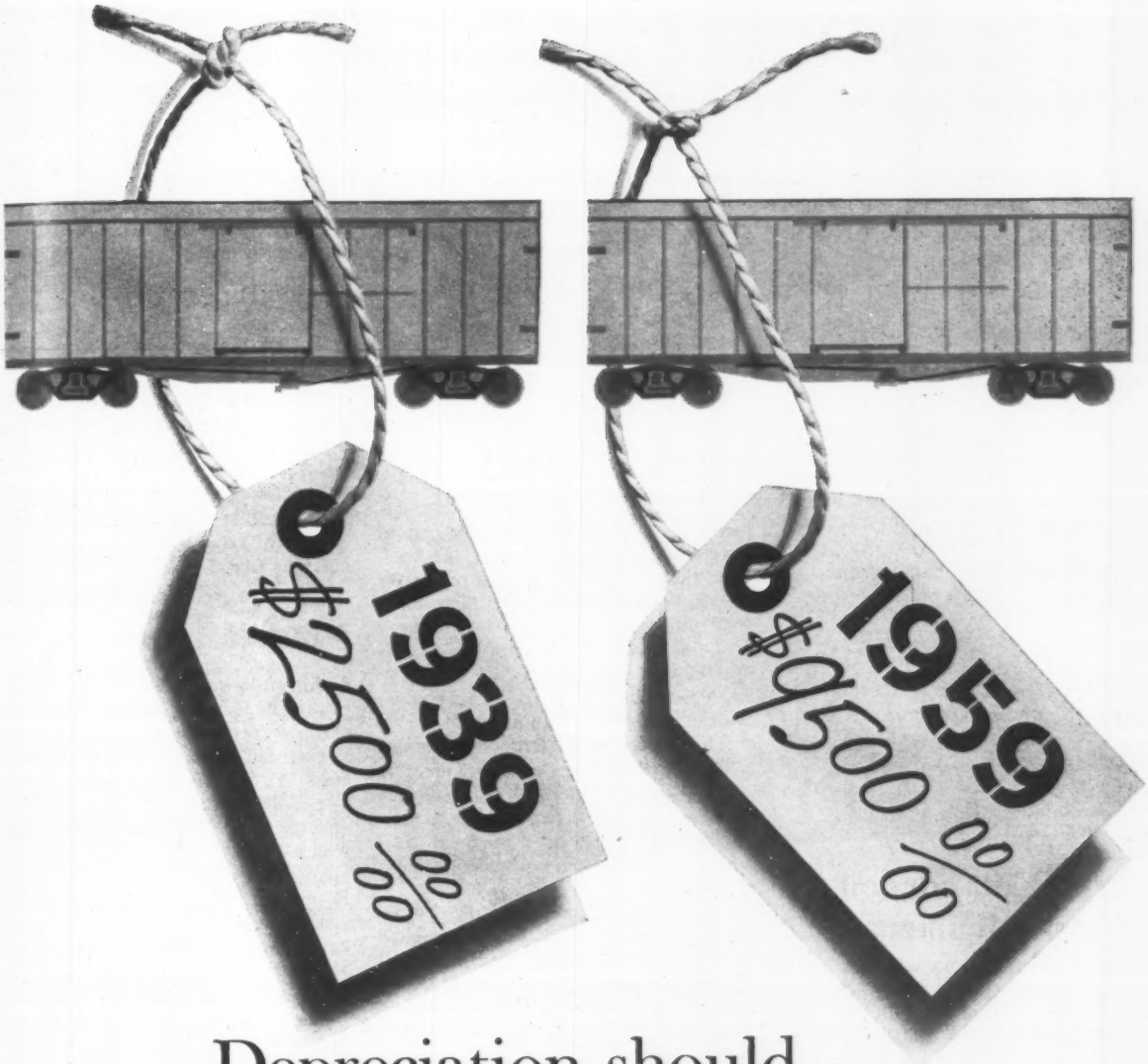
Mutual's oft-delayed reorganization plan finally appears headed for confirmation tomorrow (Nov. 17). The main stumbling block was removed on Nov. 6 when U.S. Referee Asa Herzog denied a claim by the Dominican Republic against the network for $750,000.

The network's creditors already have agreed to a settlement under which most of them will receive 10 cents on the dollar and news stringers and panelists on programs will receive 50 cents on the dollar up to $600 and 10 cents on the dollar thereafter. Mutual owes creditors included in the re-organizational plan a total of about $1.9 million.

The claim by the Dominicans stemmed from a payment of $750,000 to Alexander F. Guterma, former president of Mutual, last February in return for promising to carry newscasts on MBS favorable to the Dominican Republic. Mr. Guterma organized Radio News Service Inc. as a subsidiary of Mutual for that purpose, but several days later resigned from Mutual when he became enmeshed in a series of legal entanglements.

Judge Herzog ruled the contract between Mr. Guterma and the Dominicans "unenforceable" because its intent was to evade an existing law (Foreign Registration Act) and the pact contravened "public policy or good morals."

Mr. Guterma and Garland Culpepper Jr., former MBS secretary, have been indicted as a result of the contract signed with the Dominicans and now are awaiting criminal trial in Washington. The trial is scheduled to begin today (Nov. 16).



Depreciation should keep up with prices...but on the railroads, it doesn't!

On the railroads today, dollars recovered through tax depreciation go less than one third of the way toward the purchase of replacement equipment.

Inflation and the overlong depreciable life of equipment – sometimes up to forty years – put the railroads at a distinct disadvantage in competing with other forms of transportation. Airlines, for instance, may recover their investment in airplanes in five years; heavy trucks, eight years; busses, seven.

All the railroads ask is to be permitted to recover the money they invest in plant and equipment over a shorter period of time. A maximum of 15 years' depreciable life in the case of cars and locomotives and 20 years for other property would help railroads make improvements and additions that are necessary to meet modern competition. And *everybody* would benefit – shippers and public alike.

ASSOCIATION OF AMERICAN RAILROADS • *Washington 6, D. C.*

Media seek Oklahoma rehearing on Canon 35

The Oklahoma Supreme Court was asked Nov. 9 to provide a rehearing of issues involved in its Sept. 30 adoption of the American Bar Assn. Canon 35. Two state associations and several media interests asked the court to hear their side of the courtroom coverage story, now that microphones and cameras are barred from proceedings.

Electronic and photo coverage is allowed by the Oklahoma Criminal Court of Appeals, which has parallel jurisdiction in criminal cases as state tribunal of last resort.

Media contended the Supreme Court adopted its Canon 35 order without actually holding a hearing. They argued the order was not supported by evidence or argument. Electronic and public address devices are commonly used in court reporting and public events, it was contended by media. Oklahoma Bar Assn. filed a petition opposing rehearing.

Asking for a review of the Supreme Court order were Oklahoma Assn. of Tv Broadcasters; Oklahoma Broadcasters Assn. (radio); KWTV (TV) Oklahoma City; WKY-AM-TV and Oklahoma Publishing Co., Oklahoma City, and KVOO-TV Tulsa.

Aurora, Ill. council to ban tv cameras

Equal access to news suffered a small defeat Tuesday (Nov. 10) in Aurora, Ill., but not before an NBC Chicago newsreel cameraman obtain dramatic film footage.

Earl Crotchett shot one scene during a turbulent session of the local city council before being ejected with newspaper photographers by Aurora police. The films were shown on NBC's WNBQ (TV) Monday evening and also included a sequence showing a *Chicago Tribune* photographer being thrown down chamber steps.

As a result of the incident, the city council moved to ban any future appearances of tv and still cameras using "artificial lighting." The council will propose a new ordinance for consideration at its meeting today (Nov. 16).

Center of the dispute was Paul Egan, controversial mayor of Aurora, who demanded that cameramen be permitted access to the council meeting. His opponents charged that the mayor sought publicity and wanted to turn the sessions into "riots." The proposed ordinance was prepared last week after he left the city.

Existing council rules would be amended so that "no television camera equipment, lighting or recording equipment, and no camera of any kind lighted by flash flood lighting or other artificial method of lighting shall be allowed in the council chambers for any occasion whatsoever without the express permission of the city council, taken at a regularly scheduled council meeting."

SDX report reviews access, equal time

Tv's progress on political equal time restrictions and access to courtroom proceedings during 1959 is reviewed in a report by Sigma Delta Chi's Advancement of Freedom of Information Committee released in advance of SDX's 50th annual convention in Indianapolis last week.

The four-part report covers developments in the federal government, state governments, "the press and the bar" and "the news camera." The report on television is sub-divided into three parts —"Politics and Tv Camera," "The News Camera in the Courtroom" and "Ups and Downs of the News Camera." V. M. Newton Jr., *Tampa* (Fla.) *Tribune*, is chairman of the committee.

The report noted that NAB in cooperation with Radio-Tv News Directors Assn., issued a "code of conduct" for broadcasting public proceedings, urging broadcasters and cameramen to conform to established procedures and decorum.

In his president's report, James Byron, WBAP-AM-TV Fort Worth, pointed out that several network and individual tv stations carried salutes to SDX on its golden anniversary. He strongly recommended "the continued fight for freedom of information at all levels of government."

Vice President Richard M. Nixon was guest speaker at the convention Nov. 11-14.

CBS income rising to new high in 1959

CBS' financial picture was bright for the first nine months of 1959. Net sales reached a record high for the period and income rose almost $1 million over the comparable 1958 total.

A report issued last week by CBS Board Chairman William S. Paley and President Frank Stanton showed that consolidated net sales attained a new nine months' high of $318,291,438 during the 39 week period ended last Oct. 3, as compared with $300,738,926 for the 40 weeks in the first nine months of 1958. Income for the 1959 period was listed at $17,496,934 or $2.15 per share, as against $16,522,462, or $2.10 a share, for the first nine months of last year.

A footnote to the income statements shows that after Oct. 3, the corporation obtained a release from its guaranty of bank loans to Pacific Ocean Park Inc. and at the same time disposed of its 50% ownership of that corporation with a resulting charge to net income of approximately $2.4 million. The corporation sold the Alvin Theatre in New York at a net profit of about $900,000, and deferred income taxes of $700,000 in prepaid expense. The net effect of these moves, it was said, will be a charge to net income for the fourth quarter of 1959 of approximately 10 cents per share.

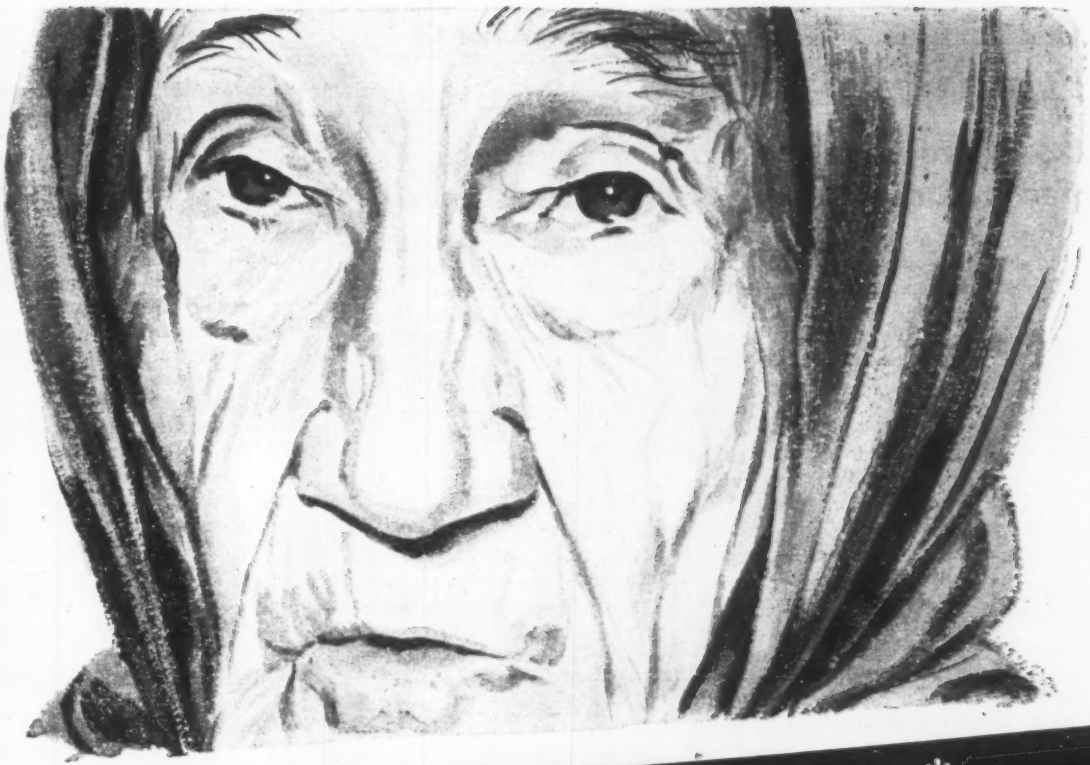
The CBS board declared a cash divident of 35 cents a share, payable Dec. 11, 1959, to stockholders of record at the close of business on Nov. 3. The board also declared a stock dividend of 3%, payable on or about Dec. 24, to holders of record at the close of business on Nov. 27.

• Media reports

Toddlin-town-bound • The fifth annual management meeting of CBS Television Spot Sales gets underway Wednesday morning (Nov. 18) in Chicago at the Ambassador East Hotel. The meeting brings together managers and sales heads of represented stations with executives of CBS Television Spot Sales and CBS-TV Stations Div. Bruce R. Bryant, CTSS vice president and general manager, said the agenda would cover rating surveys, audience trends, video tape, programming and other topics.

Transcontinent meet • Conclusions and recommendations resulting from a day-long Transcontinent Television Corp. promotion managers meeting in New York will be presented and discussed at the company's station managers' meet next month. Transcontinent stations: WGR-AM-FM-TV Buffalo, WROC-FM-TV Rochester, all New York; WNEP-TV Scranton-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.

Tv opera 'glows' • "Beatrice," the opera WAVE-AM-TV Louisville, Ky. commissioned for the Oct. 23 dedication of their new building (BROADCASTING, Aug. 3; Feb. 2), received laudatory reviews and editorials in local newspapers. The *Louisville Times* said the WAVE stations "provided not only a worthwhile 90-minutes of viewing and listening, but [the opera] also serves as further impetus to Louisville's stature in commissioning and performing of new music." The paper also praised the stations' effort in an editorial headed, "An Example of What Television Can Do."



YOU MAY NEVER LIVE TO BE 123*—

BUT... You Don't Have To, To Get RESULTS In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(July, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	58,900	24,100	70.9%	29.1%
Noon-3 p.m.	58,900	36,100	62.0%	38.0%
3 p.m.-6 p.m.	53,000	32,400	62.0%	38.0%
Sun. thru Sat.				
6 p.m.-9 p.m.	107,600	63,100	63.0%	37.0%
9 p.m.-Midnight	118,200	54,500	68.0%	32.0%

A glance at the record tells you why WKZO-TV spreads the good word for your product *faster* and *farther* than any other medium in the Kalamazoo-Grand Rapids area.

WKZO-TV delivers 116% more homes (see NSI Survey at left) than Station "B," Sunday through Saturday (9 p.m.-midnight). The 9-County ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV an overwhelming lead in popularity — No. 1 spot in 74.6% of all quarter hours surveyed!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Oldest age contended by a U.S. citizen is 123 years, 42 days for Mrs. Belle H. Rymes who died April 15, 1934.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

NT&T MAY PURCHASE DESILU

Talks in preliminary stages to buy stock owned by Desi and Lucy as its price rises

National Theaters & Television is interested in acquiring control of Desilu Productions and preliminary talks have been held.

B. Gerald Cantor, board chairman of NT&T Inc., Los Angeles, issued a statement, confirming that NT&T has held discussions with Desilu. He stated:

"It is true that there have been discussions between NT&T and Desilu Studios with a view toward NT&T acquiring a majority stock interest. It is also true that we are constantly searching out new opportunities to further increase the value of our corporate assets, typified, for example, by NT&T's recent acquisition of National Telefilm Assoc. Inc.

"Discussions with Desilu at this time are in the most preliminary stage, and we can make no further comment."

Presumably if NT&T were to make an offer to Desilu, it would acquire the stock held by the company's president and vice president, Desi Arnaz and Mrs. Arnaz (Lucille Ball). Together they hold all of the company's class B common stock which receives no dividends. This amounts to 282,200 shares each or a total of 565,000 shares of class B stock. Mr. and Mrs. Arnaz also hold 137,500 shares apiece of class A common stock or a total of 375,000 shares.

Market Goes Up • A year ago, when Desilu stock was first put on the market, 525,000 shares of class A common stock were immediately gobbled up by eager buyers.

Last Tuesday (Nov. 10) the Desilu stock closed at 16⅝ths on the American Stock Exchange up three quarters for the day, during which only 1,400 shares changed hands. The same day, on the New York Stock Exchange, 24,800 shares of NT&T stock were bought and sold, making it one of the ten most active stocks of the day, during which its price rose 1⅜ths to close at 14¼. If rumors of the possible merger had any effect on the market, they were apparently considered more beneficial to NT&T than to Desilu. Since last fall, Desilu's class A common stockholders have received quarterly dividends of 15 cents a share, (60 cents per share per year) and this same dividend policy will be continued, President Arnaz told the first annual stockholder's meeting last summer (BROADCASTING, July 27). At that time he estimated net profits for the first quarter of the fiscal year starting May 3, 1959 would equal those for the entire previous year and that the second quarter would be even better.

Prophesies Confirmed • These optimistic estimates were confirmed last week by a Desilu executive, who said that the second quarter report, due out in a week or so, will show "tremendous gains, both in the gross and the net." The company is having its "greatest year since its founding," he declared.

In the past two years Desilu has acquired ownership of the RKO studios in Hollywood and Culver City which, with the Motion Picture Center, gives the company real estate valued at $15 million. There are 14 tv series currently in production at Desilu studios, indicating that the president's estimate of a gross of $23.5 million for the current fiscal year will prove to be a substantial understatement.

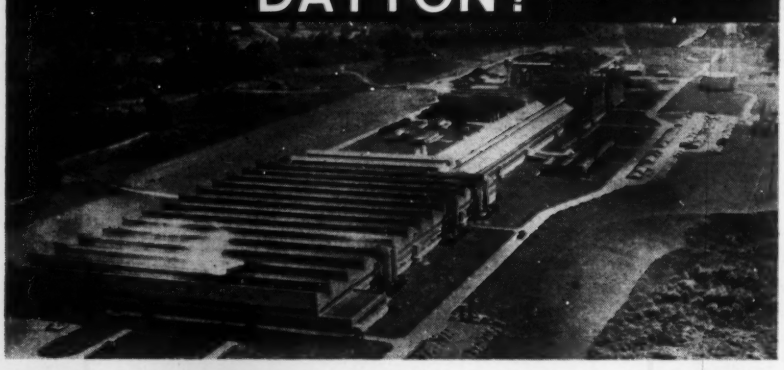
No price has been mentioned, let alone discussed, in conversations to date, according to spokesmen for both parties. Estimates from outsiders as to a reasonable price for the Desilu operation start at $100 million and go up.

Acquisition of the Desilu studios would fit into the expansion pattern of NT&T which in two years has entered into the tv production-distribution firm of National Telefilm Associates and added a number of broadcast properties (WNTA-AM-FM-TV Newark, WDAF-AM-TV Kansas City, KMSB-TV Minneapolis-St. Paul) to its theater holdings.

Such diversification as a permanent policy is indicated by the recent change in the name of the company from National Theaters to NT&T.

The NT&T offer is only one of many received by Desilu over the years. A long time associate of Mr. Arnaz, quoted the Cuban bandleader-producer as saying he is always willing to listen because someday somebody may come along "with the right deal, the deal I can't turn down."

CHICAGO? HOUSTON? DAYTON?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Johns-Mansville Products Corporation Plant located at Natchez, Mississippi, manufacturing insulating board and hardboard products from wood fibre.

Today, King Kelly would be safe

Back in 1887, King Kelly, star of the Boston Athletics, struck out when he applied for life insurance. The reason? Professional baseball was considered a hazardous occupation.

This sounds strange to us today—but professional baseball in the 80's was relatively new, and the players *were* somewhat less than devoted to strict training and healthful habits.

If life insurance were issued indiscriminately, without reference to health, habits, and occupation, it would soon become impossible to provide protection at reasonable cost. But experience with thousands and thousands of actual cases, gained over the years, provides us with sufficient information about the degrees of risk to determine the premiums required to insure them.

This experience, as well as advances in medical science, has made it possible for MONY to insure more and more people as normal risks at regular rates. Recently, for example, MONY was able to eliminate or reduce extra premiums for about 93% of the 547 job classifications rated hazardous.

Needless to say, King Kelly (a .394 hitter in 1887, by the way) could get an OK today!

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N. Y.

Sales and service offices located throughout the United States and in Canada

For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY** TODAY MEANS **MONEY** TOMORROW!

HIT AT TOLL TV
Theatre owners want harder opposition

Some 1,000 exhibitor-members of Theatre Owners of America were urged last week to continue a "grass roots campaign" to forestall all forms of pay television.

The recommendation came in a report by TOA's anti-toll tv committee headed up by Philip F. Harling, Fabian Theatres, during its convention and trade show at Chicago's Sherman Hotel Nov. 9-12. TOA delegates also were told that the theatres have just about shaken off the adverse effects of tv after a decade of poor attendance and readjustment.

The report noted that "toll tv through the air appears to be at least five years away" but noted the FCC's Third Report setting forth conditions under which subscription tv may be tested and the public hearings by the House Interstate & Foreign Commerce Committee earlier this year.

"It is evident that from the various orders that have been issued," according to the TOA report, "that toll tv will not be tested through the airways until the present limitations are removed. As of now, not one application has been filed by anyone for any test anywhere." Additionally, it was pointed out, "no specific plan has yet materialized where toll tv by cable has been tested."

Pushing the Campaign • The TOA committee felt that "in order to prevent a test of any system," the grass roots campaign be continued. In the light of H.J. Res. 130, sponsored by Rep. Oren Harris, chairman of the House committee, and his subsequent statement to Congress March 26, the report said, action should be taken to obtain a public hearing on H.J. Res. 130, with particular reference to that portion which bans "all forms of toll tv."

There are sufficient legal grounds and public interest for raising the issue of whether this form of communication can be used without governmental approval or regulation, the TOA committee felt.

Theatre exhibitors also took some fresh pokes at free commercial tv, while others reported that theatre attendance has been up this year.

Cracks at Free Tv Too • Samuel Rosen, Stanley-Warner Corp. and TOA board member, scored the argument that pay tv will give Americans better shows than they now see on free tv as "completely phony."

Mr. Rosen also described the studio sale of old motion pictures to tv as "the great betrayal" and "immoral." He charged that producers and distributors took the films and "gave them to our deadliest rival—television." The film companies sold pre-1948 libraries to tv "without considering the consequences, not only to the survival of the theatres, but to their revenues from current features," he asserted, suggesting that separate companies might have made more money holding them for theatre customers.

George G. Kerasotes, retiring TOA president and owner of a Springfield (Ill.) chain, said the association's 12th annual convention marked the end of a "decade of adjustment and reorganization from the effects of television." He noted that theatre attendance this summer hit a 10-year high, with monthly increases since February and an 11% jump during September, while televiewing of movies declined 18%. "Television has hurt us," he conceded, "but the novelty has worn off, and people are coming back to the movies, and the big screen and true color."

Mr. Kerasotes quoted a Sindlinger survey for 1958 showing that old movies on tv cost American theatres $224.1 million, while film companies lost $80.6 million in film rentals. For the past five years, he added, theatres lost over $1 billion in box office receipts because of tv movie competition and over $350 million in film rentals was lost. "Many of our theatres as we know them today would undoubtedly collapse if there was another flood of films to television," Mr. Kerasotes commented.

And yet, despite tv's decidedly adverse effect in the 1950s, he pointed out, other competitive forms of amusement (sports, book and magazine sales) grew during the decade.

Albert M. Pickus, a Stratford (Conn.) theatre owner, was elected president of TOA, succeeding Mr. Kerasotes, who becomes board chairman.

OUTCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Nov. 16-20, 23-25 (6:30-7 a.m.) **Continental Classroom.**

Nov. 16-20, 23-25 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Nov. 16, 23 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Nov. 17, 24 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman Craig & Kummel.

Nov. 17, 24 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Nov. 18, 25 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through J. Walter Thompson.

Nov. 18, 25 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 19 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Nov. 20 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

Nov. 21 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Nov. 21 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benson & Bowles.

Nov. 21 (7:30-8:30 p.m.) **Bonanza,** Liggett & Meyers through Dancer-Fitzgerald-Sample.

Nov. 21 (8:30-9:30 p.m.) **Pontiac Star Parade,** Pontiac through MacManus John & Adams.

Nov. 22 (8-9 p.m.) **Our American Heritage,** Equitable Life Assurance through Foote, Cone & Belding.

Nov. 22 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Screen Gems signs new producing groups

In line with its policy of making its facilities and financing available to many independent packagers, Screen Gems Inc., New York, last week announced it has signed three new independent producing companies to create new programs.

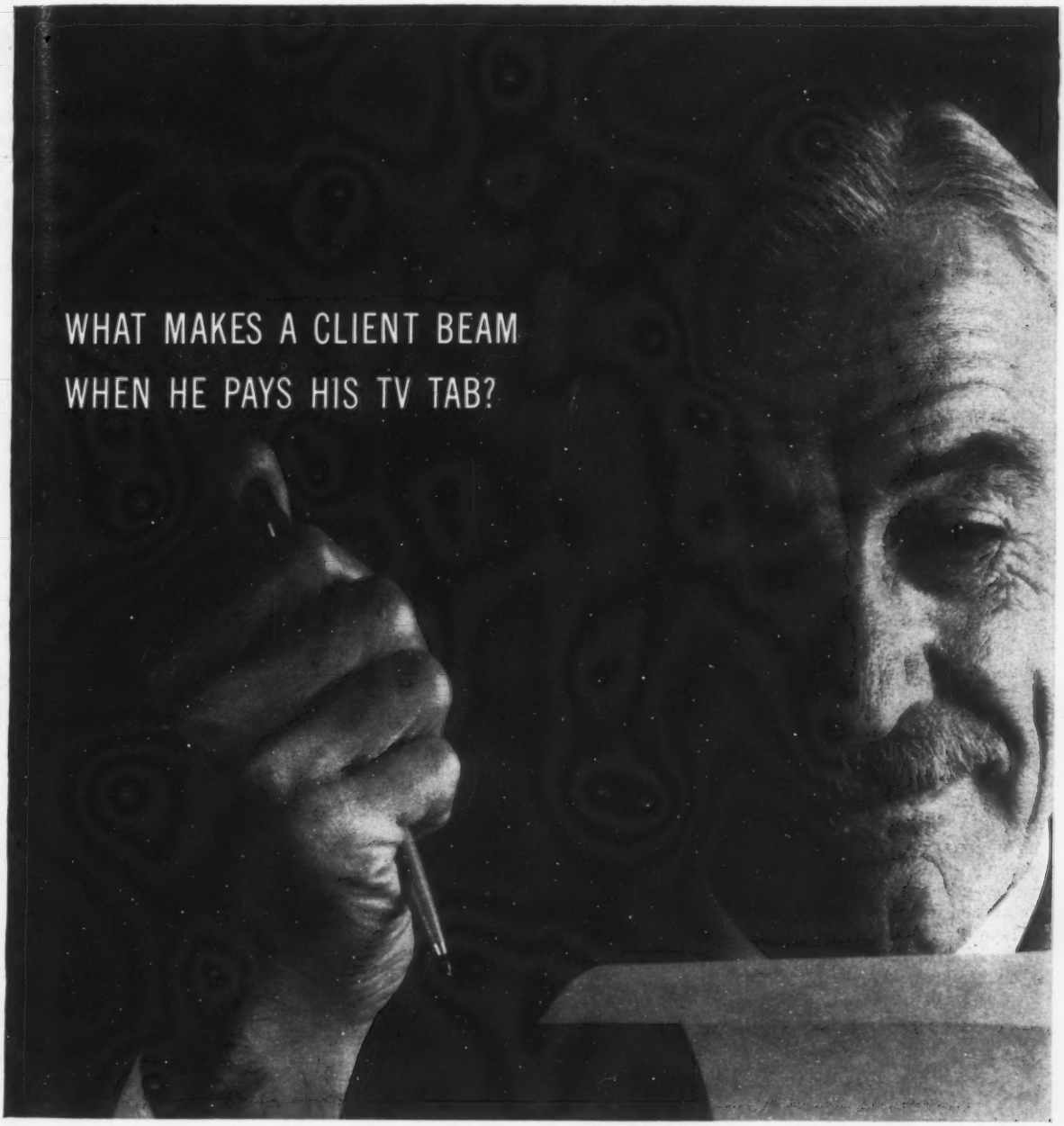
It was pointed out that the organizations are headed by writers turned producers. They are Richard Alan Simmons, David Swift and a new group called The Writers Company, consisting of Richard Murphy, Marion Hargrove, Liam O'Brien, Ivan Goff and Ben Roberts, with Paul Harrison as producer.

In a related move, Screen Gems re-

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Linc Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING
1470 EAST VALLEY ROAD, SANTA BARBARA, CALIF., WOODLAND 9-0770
EASTERN AFFILIATE — R. C. CRISLER & CO., INC.



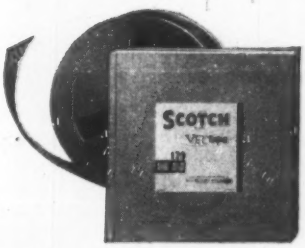
VIDEO TAPE MADE ONLY BY 3M

A lower tab for a fine commercial makes any client beam. Video Tape cuts production costs 50% or more. In four hours you can get results requiring two days to a week with film. And . . .

The commercials you turn out will look "live". They'll be sharp, clear and "fluff-proof". Because . . .

"SCOTCH" BRAND Video Tape allows run-throughs which can be played back at once. Top talent feels this is worth a dozen rehearsals. What's more . . .

When your "take" is edited on "SCOTCH" BRAND Video Tape you have a commercial ready for use without processing. It costs less—and looks better.



MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

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ported that the company is developing four new properties for syndication. The series include an untitled western, which will be available for screening by advertisers within a month; *Never Plead Guilty*, based on the book by San Francisco criminal lawyer Jake Ehrlich; *Indemnity*, an original show about a pair of insurance investigators and *The DEW Line*, revolving around the Distant Early Warning system, the nation's first line of defense.

Screen Gems noted that the star of its untitled western will be Charles Bateman, who had a featured role in the first 13 episodes of its *Manhunt* series, now in 130 markets. His role in subsequent episodes of *Manhunt* will be assumed by other comparative unknowns, in line with SG's talent development policy initiated on the series.

Westerns winning Nielsen rate race

There are early indications this season that westerns are off at a gallop in "popularity" with network tv audiences.

The opening shot fired by westerns is indicated by A.C. Nielsen's NTI (Nielsen Television Index) for the two weeks ending Oct. 18—the second report for October which is the first this season to encompass all new shows on the networks. There were 28 westerns this October, eight more than last year.

In the percentage of homes reached, westerns follow the pattern set in October, 1958, particularly in the hour-long version but slightly behind in the half-hour form. Close behind the western in popularity as a program type is the hour-long variety show.

The hour-long general drama program is eking out leadership over the 60-minute suspense-mystery drama, again a repetition of last season's start. Losing ground is the half-hour suspense mystery show as compared to its track record in October 1958.

The other popular class program is the situation comedy, which in its 30-minute format sits just behind general drama.

Nielsen finds 122 programs regularly scheduled on the networks (not including regular series of specials, sports events or other shows of indeterminable length). Average minute audience is 18.7% representing 7,859,000 homes. The 52 new programs on the networks averaged 16% or 6,571,000 homes reached. The 70 established programs averaged 20.8% or 8,817,000 homes reached.

Eighty-seven 30 minute shows average 18.4% representing 7,635,000 homes; 31 programs of hour-long type average 19.4% or 8,391,000 homes, and 4 shows of 90-minute duration came in with 19.9% or 8,622,000 homes reached.

In a four-week period surveyed by Nielsen including the first and second October reports, nine specials (irregularly scheduled and pre-empting regularly-scheduled shows) showed these four to have the largest audiences: Bing Crosby on ABC-TV; Bob Hope on NBC-TV; Red Skelton on CBS-TV and Lucille Ball-Desi Arnaz CBS-TV. These indicate that top non-dramatic stars familiar to audiences draw the most.

Export group to push tv show sales abroad

Organization by tv distributors of an export association to push sales of U.S. tv programs in world markets moved a step closer last week when proposed charter, by-laws and budgets were distributed to interested companies. Initial target for the first year's operation: $165,388.

The drafts came from William H. Fineshriber Jr. and George Muchnic, who were retained by a committee of program distributors in September to take the organizational steps (BROADCASTING, Oct. 5). Mr. Fineshriber until earlier this year was international vice president for Screen Gems. He is now a consultant. Mr. Muchnic is an attorney.

The proposed export group will be called American Television Program Exporters Inc. Membership would be limited to firms actually involved in exporting film or tape tv programs. On behalf of those interests the export association would promote and expand export of U.S. products overseas, investigate trade barriers to such exports and recommend negotiations concerning them, and furnish information about foreign markets to member companies.

Final determination of dues for member companies has not been made, but it's expected that they will be $5,000-$7,500 for companies grossing less than $1 million annually in tv exports, and $10,000-$15,000 for companies grossing over $1 million. In addition each member company would buy capital stock at the rate of five $100 shares for the under-$1 million companies, ten $100 shares for over-$1 million companies. Each member company would elect one director of the export group.

Biggest item in the proposed budget is $86,208 for salaries, with travel expenses estimated at $25,008. Legal fees would take another $12,000, and special projects $15,000.

Studio lawyer argues against residual bid

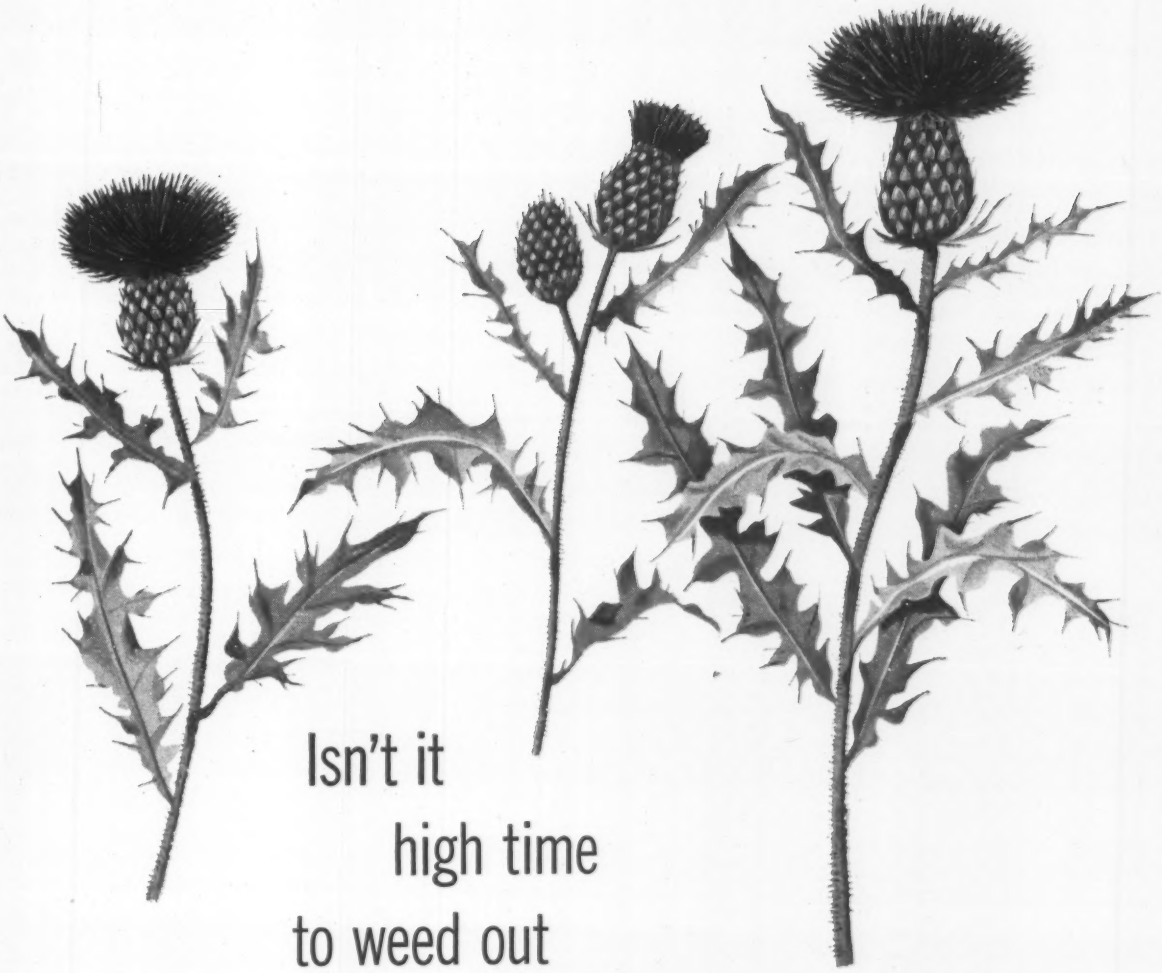
The agreement in principle that has been reached by the Writers Guild of America and five independent motion picture producers that the people who have a part in making theatrical movies are entitled to a share of the profits when these pictures are released for showing on tv (BROADCASTING, Nov. 9) may well set an industry pattern, Harry Warner, legal counsel for Paramount Tv Productions (KTLA [TV] Los Angeles), said Nov. 10.

Answering a question during the ATAS meeting on tv commercials which he moderated (see story page 62), Mr. Warner made it clear that there is as yet no assurance that the major motion picture producers will accept the proposed residual formula. However, he said, it seems reasonably certain that it will be accepted by the other independent picture producers. Although payments to writers was the basic concern of the union, the settlement with the five producers is dependent on an overall agreement which implies payments to cameramen and soundmen, as well as writers, he said.

His interpretation of the settlement formula is that the producer will be allowed 40% off the gross receipts from television to cover distribution costs. Of the remaining 60%, he must also recoup production costs before the unions and guilds are eligible for residual payments. The 25% of the 60% or 15% of the gross tv receipts, will become available for these residuals.

Mr. Warner said that the formula tentatively arrived at calls for 2.4% of the total tv receipts to go to writers, another 2.4% to the directors and 7.2% to the actors. These three total 12%, leaving 3% which most likely will go to the craftsmen, chiefly members of the various IATSE locals although there are others, such as carpenters and teamsters, which are not part of the IATSE organization.

Commenting that "the IA can argue that its contribution to the final product is just as significant as that of the writer or the actor," Mr. Warner observed that while the new formula applies only to theatrical films sold to tv, the IA and other crafts' unions might take the position that they are also entitled to residual payments for reruns of films made expressly for tv use. It is understood that the IA will not distribute any money collected for tv use of theatrical films to the individual members who worked on those pictures, nor allocate them among the individual crafts locals, but will add them in to the union's pension and welfare fund.



Isn't it high time to weed out unnecessary tax spending?

Much in the news today is the inflationary effect of deficit spending by the federal government. That's why many thoughtful people suggest cutting federal spending programs that are clearly unnecessary.

One of the likeliest programs for cutting is federal "public power." It is very costly in tax funds. Already about $5,500,000,000 in general tax funds has gone into government-owned electric systems.

These billions have put into the federal government's hands about 1/6 of the electric industry's production. And the "public power" lobbyists are pressing for Congress to spend $10,000,000,000 *more.*

Yet this particular tax spending is completely *unnecessary.* America's hundreds of independent electric light and power companies are ready and able to provide all the low-price electricity the nation will need—*without* depending on taxes.

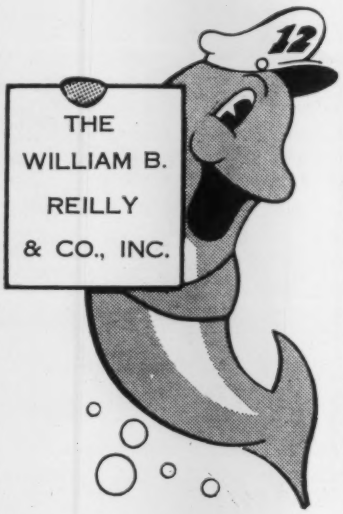
These are the companies that have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

One of the reasons this "public power" spending goes on is that most people don't know about it. But it can be stopped by informed citizens. Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

"JAXIE" Salutes
LUZIANNE TEA AND COFFEE



The William B. Reilly & Co., Inc. has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Luzianne Tea and Coffee are using a saturation spot schedule, and these spots—combined with WFGA-TV programming—will provide top selling power for the William B. Reilly & Co., Inc.

"Jaxie" is proud to have Luzianne Tea and Coffee and the Walker, Saussy advertising agency on its growing list of advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

FIDDLIN' 'N' A STOMPIN'

Ain't doin' nothin' but makin' money, boys—that's story of country music programming

New ways to make more money in country music broadcasting and country music success stories highlighted the Nov. 13 business panel of the eighth annual WSM Nashville Country Music Disc Jockey Festival late last week.

WSM expected an estimated 2,000 country music programmers, recording artists, record company and publishing representatives and other industry executives to attend the Nov. 13-14 festival in Nashville, which also included the 34th anniversary broadcast of WSM's *Grand Ole Opry* Saturday night.

Disc jockeys in search of country music star interviews and performance recordings were assured of a virtual gold mine of opportunities to tape their favorites during both days of the festival. Most top personalities in the field were to be there and to perform.

Four country music authorities comprised the business panel featured at the festival opening, held in Nashville's War Memorial Auditorium, and to which the public was invited.

Cas Walker, owner of a chain of 11 supermarkets in Knoxville and Morristown, both Tennessee, and Pennington Gap, Va., said his business since 1929 has sponsored two hours of country music every day on radio and in recent years he's added an hour of it on television.

Just Made Millions • "All that country music has done for me is to make me a few million dollars (net worth of his supermarkets, $22 million), get me elected mayor of Knoxville three times and helped me build one of the finest chains of supermarkets in east Tennessee," he said.

Mr. Walker, who also participates in his country music shows, said that when he started in 1929 he was a little nervous and twisted his words—he wound up telling listeners not to buy food at his supermarkets. More than a thousand people wrote and pointed out his error, he said, and "I decided then and there that people were listening to a country music show and listening to what I had to say."

Mr. Walker, describing himself as a "country boy," told his listeners that country music "has been the heart and soul of my growth. And no one can say I'm not closely associated with it." Country music, he said, is "bread and butter. It is the music of the people and for the people." Pointing out that he had just been elected to the Knoxville city council the previous week, he said:

"All I've ever had to do was to be honest with the voters, sell them good food at the supermarkets and keep giving them country music. That's what the people want."

James Denny, who heads the Jim Denny Artists Bureau Inc., three music publishing companies and WJAT Swainsboro and WBRO Waynesboro, both Georgia, said he sometimes feels disc jockeys on country music programs talk "down" to their audiences and cautioned against it. "We need to get as much dignity into programming country music as we would if we were programming classical music," he said. At his stations he insists that country music be presented in the same way as other programming and this has resulted in sell-outs of all country music segments.

Be a Leader • He advised disc jockeys to establish themselves in the community as leaders of as many civic activities as possible.

One way for the disc jockey to make more money, he said, is to persuade employers to present live country music programs at local company special events for their employes, with the disc jockey becoming m.c. "This can be a nice source of revenue without having to fight box office sales," he observed.

He said his artist bureau has many such accounts it has serviced twice yearly for many years at such events as company summer picnics and Christmas parties. He said his firm is trying to close one account now that would keep one show working continuously on a 12-month basis in the plants and factories of one of the largest manufacturers in the U.S.

Another way is for the disc jockey to bring a show into his town to the local auditorium and sell a group of merchants on the idea of backing the show for a certain number of spots on the station. No one takes a big financial gamble through such a plan, he said.

He informed listeners that BMI has agreed to furnish a list of music publishers' names and addresses to any disc jockey who asks for them. By writing to the publisher about tunes or new record releases, he said, "you will certainly get all of the records that you will need or want."

Individuality Needed • Harry Stone, executive director of the Country Mu-

Fast, efficient handling is essential to the economic processing of low-grade ore. This new conveyor hauls ore out of the Berkeley Pit at the rate of 33 tons a minute.

How new methods yield new treasure from "the richest hill on earth"

From Anaconda's famous Butte Hill in Montana has come more than *three billion dollars* of mineral wealth — copper, zinc, manganese, lead, silver and gold. Its fabulous output of copper — more than has been produced by any other district in the world — has given impetus to hundreds of new products and new jobs, and contributed to progress in many fields.

The ever-increasing demand for copper is a perpetual challenge to mining engineers who must devise ways and means to handle larger quantities of lower grade ores with ever-higher efficiency. An example of how these challenges are being met by Anaconda is seen at Berkeley Pit, at the eastern end of "the richest hill on earth" in Butte. Here, by open-pit methods, Anaconda is obtaining low-grade copper ores that could not be economically mined by conventional underground methods.

These ores occur beneath 250 feet of waste overburden, two tons of which must be removed for each ton of ore recovered. And more than *150 tons* of ore must be hauled and processed to produce *a single ton* of copper.

Newest advanced facility at Berkeley Pit is the conveyor system shown above. Six separate belt conveyors provide a flexible flow of ore from the primary crusher in the Pit to storage and loading bins. The system is now moving more than 28,000 tons of ore a day, and is designed to handle substantially larger tonnages.

The new facilities at Berkeley Pit are just a part of the program in which Anaconda is continually applying more than 60 years' experience, not only to the development of new copper sources, but to meeting the expanding needs of industry for more and better products in the entire nonferrous metal field.

59176A

ANACONDA®

PRODUCERS OF: COPPER · ZINC · LEAD · ALUMINUM · SILVER
GOLD · PLATINUM · PALLADIUM · CADMIUM · SELENIUM · TELLURIUM
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sic Assn., Nashville, said too many stations are trying to be like other stations in their programming. "There is a lack of creative ability," he said. Although country music is almost completely excluded from the programming of many stations, this condition is changing, he said, and some stations "are beginning to find out what the radio audience really wants."

On alikeness of station programming, Mr. Stone pointed to an address by Ben Sanders, KICD Spencer, Iowa, at the NAB regional meeting in Atlanta in which Mr. Sanders classified several groups of stations by their programming similarities (BROADCASTING, Nov. 2).

Then he cited the audience study of musical tastes by KING Seattle in which the station ignored the standard popularity charts and mailed out 100,000 IBM cards on which listeners checked their like or dislike of typical tunes played on the air (BROADCASTING, Oct. 12). Rock & roll was most disliked, he said, but KING didn't ask about country music and "we missed a great opportunity to get our foot in the door and tell the merits of country music."

He noted that KFOX Long Beach, Calif., is "doing better financially than at any time in history" since it went all-country and other stations are returning to it or using it for the first time, because, said Mr. Stone, "no entire audience can be pleased without including country music."

No other type of entertainment can match country music's success story, he said, and country and western music is about the only live programming being done on radio today except for news and religion.

He advised his audience to "keep the title of your show in good taste, use good English and never criticize an artist or record."

Dave Stone (Pinkston), KDAV Lubbock, KPEP San Angelo, KZIP Amarillo, all Texas, and KPIK Colorado Springs, Colo., said listener loyalty is such that country music fans fight for their station, stand behind the disc jockey and buy from merchants he recommends. They tell the advertisers, so he knows he is getting response. They buy records and attend personal appearances of the artists they hear, he said. To prove it, KDAV organized a Country & Western Club and 10,000 families joined while 15,000 cars had club decals on their windows, he said.

The country music disc jockey, he said, becomes a "vital member of the listener's family" and when he recommends a sponsor, people respond. He urged that disc jockeys be friendly and easy going, "not smart alecs." Showing a prospective advertiser the response to such music, getting him to attend a live show and see the enthusiasm, number and class of people attending, or persuading him to talk to a satisfied fellow merchant usually will convince him. "He may never admit he likes country music, but he likes to sell to fans who do."

Reaches the Heart • The quality of country music programming has become so accepted that few will argue it is not good, he said, for "country music is true and reaches the heart."

The station should be operated on a business-like basis, for a stack of records is not enough, Mr. Stone said. The station has a community service to perform and it is necessary to hire the most capable executives, announcers and sales people, he said, for staff efficiency helps build respect and admiration for country music as rapidly as anything else.

There was no lack of hospitality for the country music disc jockeys: Friday breakfast, courtesy of Cadence Records; Friday lunch, Dot Records; Friday afternoon cocktail party, RCA Victor; Friday night dance, Pappy Daily's D Records; Saturday breakfast, BMI; Saturday lunch, Columbia Records; Saturday afternoon reception and buffet dinner, WSM; Sunday morning coffee clatch, Columbia.

The convention was scheduled to receive broadcast pickups aside from live coverage by WSM-AM-TV and the individual recording sessions offered to disc jockeys. NBC-TV's *Today* was to air a ten-minute pickup from Nashville Friday morning while NBC's *It's Network Time* was to originate from there later that day. On Saturday, NBC's *Monitor* was to carry four hours of the festival.

Gov. Buford Ellington was to welcome delegates Friday morning along with a welcome by Jack DeWitt, WSM Inc. president. Festival keynoter was Dr. Spencer Thornton, surgeon-turned-showman and country music devotee. He does the "Mysteries of the Mind" feature on NBC's *Monitor*.

The WSM country music festival started eight years ago with only 100 people participating. The event has continued to expand ever since. This year delegates even came from Mexico and Alaska.

Improved medical techniques have cut the TB death rate. Needed: A way to prevent active tuberculosis in the 40 million Americans infected.

Anti-TB drugs save many lives, but don't work for all. Needed: Studies to improve drugs' usefulness, to develop new drugs.

Help solve vital TB problems. Your Christmas Seal contribution can help research find new weapons against TB. Answer your Christmas Seal letter today, please.

Fight TB with Christmas Seals

This space contributed to the National Tuberculosis Association and its affiliates by

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CHANNEL 4
WWL TV
NEW ORLEANS

J. D. BLOOM, Director of Engineering,
Station WWL-TV, New Orleans

Says:

"This G-E tube has logged over 3,000 hours . . . and resolution still is good!"

"Maybe 3,016 hours in regular studio service isn't the record for a camera tube, but it's mighty close to one! And this long-lived GL-5820 still gives clear, sharp pictures.

"Divide the cost of a camera tube by that many hours of service, and replacement expense nose-dives. WWL-TV doesn't expect, or get, such exceptional tube life across the board, but our General Electric camera tubes over-all have plenty of extra hours to their credit.

"We like the quality built into them, their reliability, the savings they put on our operating ledger. Count us as sold on the value of G-E tubes—count WWL-TV's large audience as sold on their fine performance!"

* * *

Bring *your* costs down, your picture quality up! Ask your nearby General Electric tube distributor . . . today . . . for the facts on G-E Broadcast-Designed camera tubes! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

2-312-201

HOUSE GROUP TOURING ETV

Will study possible federal aid grants

A tour of educational tv stations throughout the U.S. now is underway by members of the House Commerce Committee in an effort to determine if federal funds should be appropriated for etv. Last summer, the committee tabled a Senate-passed bill (S-12) which would appropriate $1 million to each state for etv pending a study of the need for such a grant.

First stop was made Nov. 7 at KUON-TV Lincoln, Neb., by Reps. Oren Harris (D-Ark.), chairman, Lawrence Brock (R-Neb.) and William Avery (R-Kan.). Last Thursday, Reps. Avery and John Moss (D-Calif.) visited KQED (TV) San Francisco and Reps. Avery, Brock and John J. Flynt Jr. (D-Ga.) planned to be at KRMA-TV Denver last Saturday.

A tour of southern stations begins Nov. 30 at WUNC-TV Chapel Hill, N.C. Other stops: Dec. 1, WETV (TV) Atlanta and U. of Georgia, Athens; Dec. 2-3, Alabama educational tv network (three stations) with studios in Birmingham, Auburn and Tuscaloosa; Dec. 4-5, WYES-TV New Orleans; Dec. 6-7, WEDU (TV) Tampa, Fla., and Dec. 8, WTHS-TV Miami, Fla.

Making all or part of the southern tour will be Reps. Flynt, Kenneth Roberts (D-Ala.), John Bennett (R-Mich.), Dan Rostenkowski (D-Ill.) and Harold Collier (R-Ill.), and Kurt Borchardt, communications expert on the committee staff.

Sees tv laws

Mr. Sigurd Anderson of the Federal Trade Commission said last week he feels sure the tv quiz show exposures will result in "more restrictive legislation," and that he hopes reaction to the exposures will help the FTC indirectly in its fight against false and misleading advertising. In an address to the Better Business Bureau in Des Moines, Iowa, he said the press, radio, tv and advertising agencies are responsible for making truth in advertising "more than a motto."

Newhouse vs. WNDR goes to court again

The seven-year legal battle between WNDR Syracuse, N.Y., and Samuel I. Newhouse and his broadcasting-newspaper interests is scheduled to go into District Court in Syracuse for the third time.

On two occasions the District Court dismissed WNDR's $1 million civil antitrust suit against Mr. Newhouse and his business interests but in each instance the court of appeals in New York City reversed the decision.

The latest reversal was handed down Nov. 5 when the appeals court ruled that the district court was in error in dismissing the case during pre-trial proceedings in 1958. This was done on the ground that WNDR failed to provide information requested by the court.

The suit was originally dismissed in district court in 1955, but was reinstituted in 1956 when the appeals court reversed.

The treble damage suit by WNDR claims that Mr. Newhouse and his radio-tv-newspapers have curtailed publicity opportunities for WNDR, have circulated "false statements" about the station's financial stability, and have set up advertising rates for the Newhouse broadcast stations and newspapers which place WNDR in an unfavorable competitive position. The Newhouse properties are WSYR-AM-TV Syracuse and the *Post-Standard* and *Herald Journal*.

FTC to take 'look' at dentrifice ads

The Federal Trade Commission said last week it cannot reveal whether it is investigating specific cases involving fraudulent or misleading claims for dentifrices, but indicated it is "very much interested" and hinted it is taking a "hard look" at such claims.

The FTC statement followed one by Arthur S. Flemming, Secretary of Health, Education & Public Welfare, in which he said he was "in complete accord" with the American Dental Assn.'s stand against the "reckless claims" of advertisers of dentifrices. The FTC is charged with policing fraudulent or misleading advertising. ADA President Paul H. Jeserich had said his organization will seek federal action to halt false advertising of dentifrices.

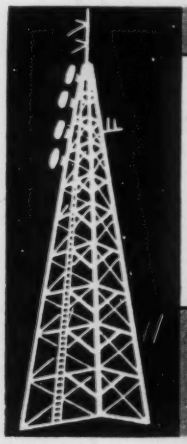
Mr. Flemming said no dentifrice "in itself" will prevent tooth decay, pyorrhea or any other disease, but is merely a mechanical aid for cleaning them."

FCC counsel changes Boston ch. 5 views

The FCC general counsel's office last week backed down from its earlier demand (made in July) that WHDH Boston (and Massachusetts Bay Telecasters Inc.) be disqualified from participating in the Boston ch. 5 case, but still held the 1957 grant to WHDH should be set aside.

Instead of taking exception to Special Hearing Examiner Horace Stern's Sept. 23 initial decision holding there were no improper influences exerted in the ch. 5 award and that, therefore, there was no reason for setting aside the grant, the FCC attorneys conceded that if the FCC adopts all the examiner's findings, a case can be made for leaving the grant undisturbed. But they didn't agree with all his findings and said that if the Commission has any doubt about the "credibility and reliability" of witnesses, it is duty bound to set aside the grant and reconsider it "on its merits."

Filing exceptions were applicants Massachusetts Bay Telecasters Inc. and Greater Boston Tv Corp., the latter asking for oral argument. Justice Dept. filed exceptions but made no mention of its earlier demands that WHDH (and MBT) be disqualified. The fourth applicant, Allen B. DuMont Labs, did not file exceptions. Neither did WHDH.



America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600

DAVID JARET CORP.

British tv group to get American rep

Associated-Rediffusion Ltd., London, has announced plans to set up a New York-based sales advisory service for potential U.S. exporters. The move came on the heels of the British government's announcement that effective Nov. 9 most of the British import controls, which have sharply limited trade since 1939, would be dropped. This will permit hundreds of consumer goods to enter the country, benefiting British advertising media.

Associated-Rediffusion appointed McCann-Erickson as its advertising agency in the U.S. M-E will supply advertising and promotion in this country, leaving the selling of availabilities to the new rep which should be appointed by the end of this year.

Guy Paine, advertisement sales manager of the major British commercial tv company, who arrived in New York Nov. 2 in anticipation of the Nov. 4 ruling, said: "The ending of restrictions offers a new and important market for U.S. business houses." Working through a New York rep firm, unnamed as of Wednesday, Associated-Rediffusion will supply information about the rich London market with the expectation of attracting new advertisers.

Still under import controls are aircraft, alcoholic drinks except whisky, bottled and canned fruit, bananas, grapefruit and grapefruit juice, orange juice, tobacco, synthetic rubber, pigment, uncanned fish other than salmon, pharmaceutical products and transistors.

Mexican bill would regulate radio-tv

A measure spelling out the do's and don'ts for radio and television and creating a "watchdog" National Radio & Tv Council was introduced last week in the Mexican Chamber of Deputies. The bill, culminating several months' work by a special committee, prohibits:

(1) News, messages or propaganda contrary to the security of Mexico, public order and international friendship; (2) political propaganda acts without prior authority of the government; (3) broadcasts which are contrary to social customs or showing violence or crime in a favorable light; (4) anything offensive to religious beliefs or discriminatory as to races, and (5) low comedy and offensive exclamations and sounds.

Obligations placed on South-of-the-Border stations by the bill:

(1) Announcers would be required to state at the beginning of a program its suitability for minors; (2) all alcoholic beverage advertising must be alternated with educational messages on hygiene and nutrition and cannot be carried before 9 p.m.; (3) stations would be obligated to devote at least one hour daily to educational, cultural or social subjects, and (4) news announcers would be obligated to give their names and sources of information.

Sponsors unwelcome in British programs

There may always be an advertiser in England, but he'll never be able to sponsor a tv show. Norman Collins, pioneer of commercial tv in Britain, is certain of it.

The man who left the BBC in 1950 and fought for the grant of England's first commercial facility, crossed the Atlantic to address the Radio & Television Executives Society in New York last week. He arrived in the midst of the quiz furor and made some timely observations on the British approach to program control.

Mr. Collins, chairman of the Independent Television Companies Assn. Ltd. and deputy chairman of Associated Television Ltd., program contractor, speaking in a "private capacity," observed: "I remember on a previous visit that there were complaints from the press, the public and the artists alike that certain television shows were lamentably under rehearsed. I gather that this time there is an undercurrent of feeling that certain shows may have been somewhat over rehearsed."

No Sponsors Wanted • The speaker went on to sketch in the background of commercial tv in his country, explaining that sponsorship is prohibited by law, a prohibition he worked to ensure while lobbying for a commercial tv system. He added the reservation, "I am not saying anything about American sponsorship on which the prodigious foundation of American television has been built. I am not saying anything about American sponsors, who, I am sure, are kindly and generous men, strict in their religious observances and loving and gentle to their families. . . . I am referring solely to sponsorship in my own country." The situation there is such, he said, that "if you were to go to any level-headed responsible British businessman and suggest that he should take over your program production costs, he would flee like a frightened fawn."

Mr. Collins was "brought up as a journalist," steeped in the principle of editorial independence from advertisers. Consequently, he explained, "I saw no

CHECK and DOUBLE CHECK

WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE INDIANA

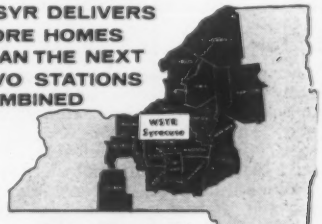
Represented Nationally by Bolling Co.

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a $2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED



Top programming Top facilities Top personalities make the difference.

*All figures NCS No. 2, weekly coverage

Represented Nationally by THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR

5 KW · SYRACUSE, N. Y. · 570 KC

KFWB/98
LOS ANGELES
ROBERT M. PURCELL
General Manager
Represented nationally by
JOHN BLAIR & CO.

KEWB/91
SAN FRANCISCO / OAKLAND
MILTON H. KLEIN
General Manager
Represented nationally by
THE KATZ AGENCY, INC.

KDWB/63
MINNEAPOLIS / ST. PAUL
JOHN M. McRAE
General Manager
Represented nationally by
AVERY-KNODEL, INC.

A SERVICE OF CROWELL-COLLIER
BROADCAST DIVISION
ROBERT M. PURCELL
DIRECTOR

26 WEEKS OF FREE
PUBLIC SERVICE
RELIGIOUS PROGRAMMING

For Radio and TV Stations
Two series of 13-week, 15-minute programs featuring inspirational music and messages on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and Television stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

CLIP AND MAIL
The Back to God Hour
10858 S. Michigan Ave., Chicago 28, Ill.
Gentlemen:
Send Me ☐ TV Audition print ☐ Radio tape
Name_____
Address_____
City_____ Zone____ State_____

reason why the advertiser should have any more say in television than he has in a newspaper. Indeed, after my years of campaigning I hadn't the slightest intention of giving away my hard won birthright in various sized chunks—half an hour, an hour, or 90 minutes—to any advertiser simply because he was rich enough to try to employ me as a transmitter engineer to put out his programs.

"Television as I see it should be in the hands of full time professional television businessmen. . . . I know nothing, I repeat nothing, about making cigarettes, brewing beer, manufacturing motor cars, canning soup, distributing detergents or beautifying and perfuming the entire female race. . . . It is none of my business. Why then, I say to myself, should those professionals in quite another sphere be allowed to invade my own?"

Uncle Sam • The old BBC monopoly was "so unrealistic as to be grotesque," the British broadcaster said continuing: "I like competition. That may be why I admire so greatly the vigor and vitality of the great American networks, and of the independent stations. This country has every reason to feel proud of its broadcasting." Alluding to a newspaper proposal for a U.S. government tv network he said: "To my mind, that would be as damaging to the world image of a free America as to propose the introduction of a government newspaper simply because some of the commercial newspapers weren't so good as someone in television thought they ought to be." Any program censorship would be equally damaging, he said.

Introducing Mr. Collins as "the father of commercial television" in England, James C. Douglass, executive vice president of Ted Bates & Co., said the Briton got together $7,000 for ATV some four years ago. He raised it from book royalties (he is a novelist) and by selling his life insurance policies. Today the investment has grown to exceed $1.5 million, Mr. Douglass said.

FATES & FORTUNES

Broadcast Advertising

MR. DRAKE

MR. BRADLEY

• HERBERT G. DRAKE and RONALD C. BRADLEY, both vps and account executives at Ted Bates, N.Y., elected senior vps. Mr. Drake was formerly vp at J. Walter Thompson and Mr. Bradley was officer at Doherty, Clifford, Steers & Shenfield.

• FRANK HARREL, copy department manager at Young & Rubicam, N.Y., appointed vp and copy director.

• GEORGE ALLEN, manager of Guild, Bascom & Bonfigli's Hollywood office, appointed to handle all tv show procurement for that agency.

• THOMAS P. MEIS, transferred from Cedar Rapids to Des Moines (both Iowa) office of Ambro Adv. as copy and media director on radio, tv and print. He will also be principal agency contact with media representatives.

• JACK H. MOGULESU, assistant to president of Consolidated Cigar Corp., N.Y., since 1955, elected vp in charge of marketing.

• ROY MAULDIN, formerly in radio-tv department of U. of Alabama, named account executive at Martin & Assoc., Birmingham advertising agency.

• RUTH G. GRAZE, veteran of 12 years in advertising, opens own agency, Impact Adv. Inc., in National Press Bldg., Washington.

• HENRY RICHARD (PETE) ASH, formerly copywriter at Ted Bates, N.Y., to Bevel Assoc., Dallas, in similar capacity.

• ROBERT S. MORGAN, formerly advertising columnist for New York *World-Telegram & Sun*, to executive group at Sullivan, Stauffer, Colwell & Bayles, N.Y.

• HERMAN RAUCHER, copy supervisor at Reach, McClinton & Co., N.Y., promoted to associate copy director.

• MARY A. BURAK, formerly with The Rockmore Co., appointed media director of S.R. Leon Co., New York advertising agency.

The Media

• RICHARD J. BARRY JR., formerly account executive with WINS New York, appointed general manager of WNEW, that city.

• R. E. (DICK) SHIREMAN, formerly sales manager of WISN-AM-TV Milwaukee, appointed general manager of KISN Vancouver, Wash.-Portland, Ore.

HAL RAYMOND, KISN operations manager, named program director, succeeding STEVE BROFFIN who transfers to KOIL-TV Omaha as night-time program supervisor. Charles Vais continues as station manager of KISN. KISN & KOIL-AM-TV are Star stations.

MR. BARRENBREGGE

• GEORGE BARRENBREGGE, vp and general manager of WPTZ (TV) Plattsburgh, N. Y., appointed to new position of vp in charge of television operations of Rollins Broadcasting-Telecasting Inc. Rollins' tv stations are WPTZ, and WEAR-TV Pensacola, Fla. It has made FCC application for ch. 12 in Wilmington, Del.

• FRANK B. WILLIS appointed to direct sales development for KFRC San Francisco. He was simultaneously general sales manager of WTTV (TV) Indianapolis and WPTA-TV Fort Wayne, Ind. (which he was instrumental in organizing).

• DOUG SMITH, director of sales development for WFBC-TV Greenville, S. C., promoted to local sales manager. BOB EDWARDS, operations director of WFBC-TV, named sales service manager. MARGUERITE J. HAYES, continuity director, succeeds Mr. Edwards. MRS. PEGGY C. WHITMIRE, formerly with WGVL (TV), that city, to WFBC-TV promotion and merchandising staff.

MR. MACDONALD

• KENNETH T. MACDONALD, formerly account executive with Television Advertising Representatives in Chicago, named sales manager of WBZ-TV Boston. He succeeds JAMES ALLEN, who was appointed general manager in September.

• WILLIAM STEWART, formerly account executive at Communications Counselors (pr subsidiary of McCann-Erickson), N.Y., to Metropolitan Broadcasting Corp., that city, as pr director.

• SVEN B. KARLEN, formerly vp and general manager of Travelers Credit Service, N.Y., to CBS Inc., that city, as controller.

• SAM F. HILL JR., account executive with CBS Tv Spot Sales, N.Y., transfers to Los Angeles to head that office.

• RICHARD J. QUAAS, account executive with KMSP-TV Minneapolis-St. Paul, appointed sales manager of KDWB, that city.

• ASH DAWES, program-production

NORTHWEST—5,000 watt daytime facility with middle of dial frequency. Over 400,000 people in rich primary coverage area. Priced at $150,000.00 with $43,500.00 down. Long-term payout.

CALIFORNIA—Very profitable well equipped 5 kw fulltime station serving good income, growing area. $315,000.00 total price includes valuable land and guaranteed receivables. $115,000.00 down and balance on five-year payout.

For additional information on these and other fine properties for sale in the West—visit us in our NAB Fall Conference suite in the Ambassador Hotel, Los Angeles or Olympic Hotel, Seattle.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

...IF YOU WANT TO RELAX
...or enjoy the most joyous, fun-filled frolic of your life, the place to go is the beautiful BALMORAL Hotel, famous as "the place with the space." Excellent facilities, superb meals, ideal location.
For information and FREE color brochure, write direct or see your Travel Agent.
Herbert Katz
Executive Director
Sherman Winn
Manager
BALMORAL
HOTEL • POOL
CABANA CLUB
SIX ACRES ON THE OCEAN
AT 98th STREET, BAL HARBOUR, MIAMI BEACH, FLA.

manager of Asheville, N.C., operation of WLOS-TV Asheville-Greenville-Spartanburg, promoted to operations manager of newly established Greenville, S.C., studios. He is succeeded by MORT COHN, formerly program manager of WCHS-TV Charleston, W.Va. ELLIS FOX appointed studio maintenance head in Asheville, succeeding VERNON HESTER, who transfers to Greenville as technician-in-charge. Appointments are result of expansion plans of WLOS-TV.

• CHARLES P. STANLEY appointed commercial manager of KXEN St. Louis.

• ART GRUNEWALD, formerly sales manager of WMTN Morristown, Tenn., named station manager of WCTT Corbin, Ken., succeeding RUFUS DISNEY, who was granted leave of absence due to ill health.

MR. MART

• ROBERT I. MART named sales manager of WJRT (TV) Flint, Mich. He was formerly assistant sales director of WHAS-TV Louisville, Ky., and before that, account executive with WBNS-TV Columbus, Ohio.

• WILLIAM T. KLUMB, member of sales staff of WTMJ-TV Milwaukee, promoted to national sales manager.

• ROBERT I. QUEEN, formerly copy-photo editor for CBS press information department, N.Y., to Connie DeNave (pr-firm), that city, as office manager and media director.

• JOSEPH H. GILLIS appointed news director of WTOL Toledo, Ohio, which has just organized news department. He was previously program director and station manager of WNUR (FM) Evanston, Ill., educational station.

• THOMAS B. JOHNSON, formerly assistant pr director in Detroit office of Grant Adv., appointed to new post of promotion and merchandising director for WKMH Dearborn-Detroit.

MR. SMITH

MR. GILES

• ELMER F. SMITH, regional sales manager of WNAX Yankton, S.D., appointed resident manager. Acting Manager CLAIR GILES named business manager of Peoples Broadcasting Co.'s WNAX and KVTV (TV) Sioux City, Iowa. NICK BOLTON assumes full responsibilities of WNAX commercial department.

• WILLARD KLINE, general manager of KWFT Wichita Falls, Tex., joins KFOX Long Beach, Calif., in similar position. He succeeds TOM PAPICH who has been named general manager of KITO San Bernardino, Calif., following resignation of JOE KLAAS. KFOX and KITO, together with KSON San Diego, are Kenyon Brown's Tri-Buy Stations of Southern California.

• BILL HITCHCOCK, formerly with Woodson Assoc., Albuquerque food broker to KMGM, that city, to specialize in merchandising and to handle all food and drug accounts.

• JOSEPH PELLETIER, formerly with Pete Johnson Consulting Engineers, Charleston, W.Va., to WTEL Philadelphia as chief engineer.

• HAROLD ESSEX, vp and general manager, WSJS-AM-TV Winston-Salem, and Mrs. Essex are at Baptist Hospital, Winston-Salem, recovering from injuries suffered in head-on collision near there on Nov. 4 while returning from Florida vacation. Mrs. Essex, who was driving, lost several teeth and suffered lip cuts, while Mr. Essex had three cracked ribs and contusions.

• THOMAS E. WEISSKOPF elected president of Harvard Radio Broadcasting Co., parent organization of WHRB-FM Cambridge, Mass., succeeding JOHN H. SHENFIELD. STEPHEN C. TRIVERS, sales manager, named station manager. He has been with WAKE and WAGA, both Atlanta. BENJAMIN F. DAWSON III, on leave of absence as chief engineer of KLIQ Portland, Ore., to similar capacity with WHRB-FM.

• LES LESLIE, formerly with announcing and sales staff of KNEZ Lompoc, to KVEC San Luis Obispo, both California, as programming, continuity and production director.

• GIL FAGGEN, producer-director of *Program PM* on KYW Cleveland, promoted to director of music policy, special programming and spot sales development.

• MARTIN F. BECK, with radio sales staff at The Katz Agency, N.Y., appointed assistant radio sales manager.

• RUSS HOWARD, formerly sales manager of WBOY-TV Clarksburg, W.Va., appointed national sales service representative of WSTV Steubenville, Ohio.

• DON JOHNSON, formerly with WISK Minneapolis-St. Paul, to KFNF Shenandoah, Iowa, as program director. Air personalities joining KFNF are JIM HUNTER, from KEVE Minneapolis- St. Paul, and ROD BLODGETT, from KQDY Minot, N.D.

• JIMMY NEILL (SCOTTY DAY) named program manager of KCBQ San Diego.

MR. SPOKES

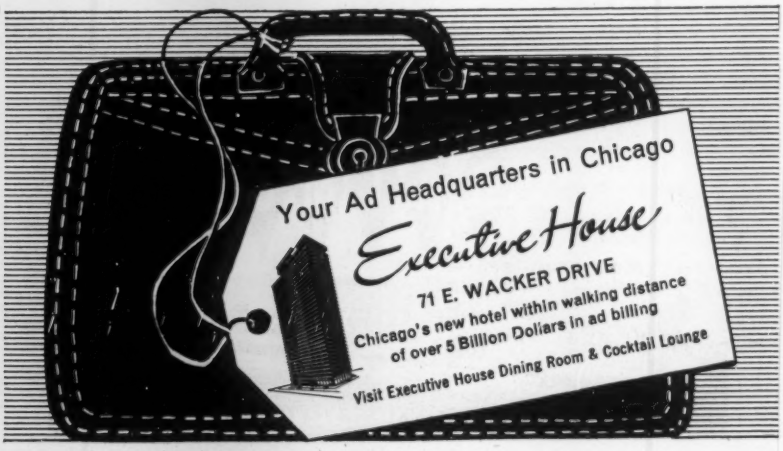
• ALFRED E. SPOKES, formerly vp and general manager of WEAV Plattsburgh, N.Y., appointed general manager of WCAX Burlington, Vt. From 1946 to 1956, Mr. Spokes managed and served as treasurer of WJOY Burlington.

• JAMES E. WITTE, formerly assistant to radio-tv director of BBDO, Chicago, to staff of KYW-TV Cleveland as producer-director.

• CLAUDE RAINEY, formerly with WHBQ Memphis, Tenn., to WBRC Birmingham, Ala., as program manager, succeeding FOX LIGHTFOOT, who has been named administrative officer.

• BRIG. GEN. DAVID SARNOFF, board chairman of Radio Corp. of America, awarded B'nai B'rith President's medal.

• BENEDICT GIMBEL JR., president of WIP Philadelphia, will be honored at testimonial dinner Nov. 19 in that city by B'nai B'rith Adelphia Lodge for outstanding service to youth through radio and personal efforts. List of sponsors for dinner include Pennsylvania's Gov.


Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

David Lawrence, Sens. Hugh Scott and Joseph Clark, Philadelphia's Mayor Richardson Dilworth as well as Bob Hope, John Kluge, Robert Hurleigh, Leon Levy, I.D. Levy, Fred Astaire, Ralph Bellamy, Joan Crawford, Henry Fonda, Dore Schary, Ed Sullivan, Jackie Gleason, Arlene Francis and Walter Winchell.

• TOM CHAUNCEY, president and general manager, KOOL-AM-TV Phoenix, elected president of Arizona Broadcasters Assn. JOHN L. HOGG, president and general manager, KOY Phoenix, was re-elected vp of ABA and FRED L. VANCE, manager of KVOA-TV Tucson, was re-elected secretary-treasurer.

• JOSEPH PINNA of WUSJ Lockport elected president of New York State Associated Press Broadcasters Assn. to succeed JOSEPH CUMMISKEY of WHEN Syracuse. Other officers named: AL COLE, WRUN Utica, vp; NORRIS PAXTON, chief of the AP Albany bureau, re-elected secretary-treasurer, and DON DECKER, WTRY Troy, TOM RYAN, WBBF Rochester, and NED SHREVE, WGNY Newburgh, all directors.

• JOHN R. HUGHES appointed merchandising field representative for WWLP (TV) Springfield, Mass.

• DENNIS F. HOLT, formerly with Murphy Assoc., Los Angeles advertising agency, joins Los Angeles sales staff of KEZY Anaheim, Calif.

• GEORGE NATHAN, chief barker of Variety Club of Washington (D.C.) for 1960, appointed director of pr for WARL Arlington, Va. For many years, Mr. Nathan was branch manager of National Screen Service Corp.

• FRANK FEE, traffic manager of KHJ-TV Los Angeles, appointed account executive. FRANK D. BOVE succeeds him. WAYNE THOMAS, part-time announcer, elevated to full-time status, succeeding LYLE BOND, who resigns to start tv station in Washington.

• MURPH MCHENRY, previously news director of WKIZ Key West, to WLCY St. Petersburg, both Florida, as chief of newly-formed Tampa news bureau. DICK KRAUSE joins WLCY as air personality.

• DOUGLAS CAMPBELL, formerly on sales staff of WXYZ Detroit, to KABC Hollywood as account executive.

• ELWOOD G. HEWETT joins sales staff of WCSH-TV Portland, Me.

• JOEL SEBASTIAN, formerly air personality with WNHC-AM-TV New Haven, Conn., to KLIF Dallas, in similar capacity and as music director.

• ANGELO MOLINARO, formerly with KDKA-TV Pittsburgh, to WTAE (TV), that city, as film editor.

Texans elect • Officers were elected Nov. 9 by Texas Assn. of Broadcasters at Fort Worth meeting. They are (l to r): JIM HAIRGROVE, KBRZ Freeport, vice president; JOE LEONARD JR., KGAF Gainesville, president, and GENE HENDRYX, KVLF Alpine, secretary-treasurer.

• WILLIAM E. MAGNER, formerly with WFDF Flint, Mich., joins news staff of WNEM-TV Flint-Saginaw-Bay City. GEORGE E. RAMOS rejoins WNEM-TV as district sales manager after six months with WTAC Flint. He succeeds GIFFORD J. JACKSON, who is entering private business but who will serve station as part-time sales consultant.

• HARRY WOOD, announcer-newsman with WDSU-AM-FM-TV New Orleans, appointed news chief of KDWB Minneapolis-St. Paul.

• JOSEPH KLASS, formerly general manager of KITO San Bernardino, Calif., joins KEWB San Francisco-Oakland as account executive.

• ROBERT G. HINDS, salesman with KALI Pasadena, Calif. joins ABC Radio Pacific Coast Network as account executive.

• JIMMY DUNAWAY promoted from assistant farm service director of WSB Atlanta to farm service director, succeeding ROY MCMILLAN, who retires.

• DAVID ELLER, formerly chief engineer of WTOR Torrington, to WDRC Hartford, both Connecticut, as operator engineer.

• HARRY HARRISON, program director and air personality of WPEO Peoria, Ill., to announcing staff of WMCA New York.

• BOB WELLS, formerly with WEBR-AM-FM Buffalo, to WGR-AM-FM, that city, as air personality.

• RICH OSBORN joins KISN Vancouver-Portland, Ore., as air personality.

• GARY BURKE joins announcing staff of WETZ New Martinsville, W.Va. BOYD WILSON JR. joins WETZ sales staff at Sisterville, W.Va., to handle sales in Ohio area.

• JOHNNY SPRING, air personality and

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!

What do you want for Christmas? *More* Christmas business? Well, William Holm, General Manager of WLPO, La Salle, Illinois, got heaps of extra Holiday billings with the help of RCA Thesaurus Commercial Library. He writes:

"Income from Thesaurus Christmas jingles and effects amounted to $3221.50. Twenty jingles and effects were used to sell 812 announcements aired between Thanksgiving and Christmas."

Feel like celebrating? Write RCA Thesaurus now for details on building up Holiday business.

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

production manager of WING Dayton, Ohio, to WFBM Indianapolis as air personality.

• LARRY FINLEY signed as air personality with KDAY Santa Monica, Calif., while continuing two-hour nightly tv show on KTLA (TV) Los Angeles.

• CONRAD PATRICK, previously with WLEW Bad Axe, Mich., and other stations, to CKLW Windsor, Ont.-Detroit as air personality.

• RICK FIGHT, from WQOK Greenville, S.C., and MIKE RUSSELL, from KFBI Wichita, Kan., to KTLN Denver as air personalities.

• JERRY RICE, air personality with KATR Corpus Christi, Tex., to KNUZ Houston in similar capacity.

• BILL VICTOR, formerly air personality with WABJ Adrian, Mich., to WHYE Roanoke, Va., in similar capacity.

• CARROLL JAMES, previously with WRC Washington and WBAL Baltimore, joins WTAR Norfolk, Va., following military tour of duty.

• JACK WELBY, previously with WGIR Manchester, N.H., to WFBR Baltimore as newscaster and air personality. BOB CALLAHAN, formerly air personality with WBOC Salisbury, Md., also joins WFBR.

• TOM HEMMINGWAY joins WKZO-AM-TV Kalamazoo, Mich., as announcer and sportscaster; ROBERT IVES to WKZO announcing staff.

• TED BARBONE, previously with WLEW Bad Axe, Mich., to WOHO Toledo, Ohio, as air personality.

Programming

• MRS. CLARE J. CATLALANO, formerly director of story and editing department of Italian Film Export, N.Y., appointed production supervisor of all Trans-Lux enterprises, including its television, motion picture and distributing companies.

• SAMUEL FEINBERG named account executive with Ziv Television Programs Inc. for Philadelphia-Lancaster-Harrisburg area, succeeding MICHAEL KIEVMAN, who was named regional sales manager for northeastern division. Mr. Feinberg was formerly account executive at Gresh & Kramer, Philadelphia advertising agency.

• ROBERT SWINK named supervising film editor for tv at 20th Century-Fox Studio, succeeding DICK FARRELL, who has resigned.

• W.M. BASTABLE, formerly head of audio-visual division of Swift & Co., Chicago, to Sterling-Movies U.S.A., that city, as western manager.

• MAX SHULMAN, creator-writer of *The Many Loves of Dobie Gillis*, and ROD AMATEAU, producer-director of this CBS-TV series, have formed Cottage Industries to create and produce properties for tv, motion pictures and stage.

Equipment & Eng'ring

• ROBERT F. HALLIGAN promoted from vp and director to executive vp and general manager of Hallicrafters Co., Chicago.

• JOHN R. QUINN, manager of customer service department of Eimac, manufacturer of electron-power tubes, San Carlos, Calif., named to new post of manager of marketing operations of Eitel-McCollough Inc., parent company of Eimac.

• THOMAS E. GOOTEE, with Signal Corps Technical Information Office, to Page Communications Engineers as assistant director, maintenance and operations, Washington. Mr. Gootee, previously field engineer with NBC in Chicago and New York, has been associated with U.S. Army in communications-electronics work since World War II when he attained rank of lieutenant colonel serving in radar work in Europe.

• DONALD J. MOORE, formerly production coordinator for Sikorsky Aircraft, Stratford, Conn., to Audio Devices Inc., Stamford, Conn., as production control manager. DAVID W. MURPHY, formerly with Armstrong Rubber Co., West Haven, Conn., joins Audio as plant comptroller.

• FREDERICK F. ROBINSON, president and director of National Aviation Corp., elected to board of directors of Collins Radio Co., Dallas.

• JOSEPH FERRANTE appointed director of research of new Cornell-Dubilier Electric Corp. Research Lab, Norwood, Mass. He was vp-engineering of Tobe Deutschmann Corp.

• JOHN ANDRE, previously associated with several stations in Florida as chief engineer, appointed broadcast sales engineer for Gates Radio Co. He has been assigned to Florida territory.

• EDMUND E. FARRELL named south central California district sales manager for Semiconductor Products Div. of Motorola Inc.

Deaths

• PAUL V. GALVIN, 64, founder and board chairman of Motorola Inc., died of leukemia in Evanston, Ill., Nov. 5. He is credited with being father of automobile radio and Walkie-Talkie, developments which stimulated growth of Chicago-based company he founded (Galvin Mfg. Co.) with his brother, Joseph, in 1928. Under his direction, Motorola grew from initial investment of $565 to firm with annual sales in $250 million range.

• SEN. WILLIAM LANGER (R-N. D.), 73, veteran of 19 years in Senate, died in his Washington home last week following heart attack. Sen. Langer, political maverick who followed no party lines, had been in ill health for several months. He was outspoken foe of pay tv, conducting his own poll of Bartlesville, Okla., residents in 1957 when pay tv system was operating in that city. He also introduced bills in several Congresses outlawing the advertising of alcoholic beverages in interstate commerce.

• GERALD SEAMAN, 47, producer of NBC's *National Farm and Home Hour* for Allis-Chalmers, died following heart attack while raking leaves at his home in Shorewood, Wis., Nov. 8. Mr. Seaman was radio-tv director of Bert S. Gittins Adv., Milwaukee, had produced farm radio program for 14 years.

• GEORGE VERNON DENNY JR., 60, founder and moderator of *America's Town Meeting of the Air*, radio series, died Nov. 11 in West Cornwall, Conn.

NAB promotes 'Tv Week' with half-hour film

A total of 65 tv station members have bought or rented copies of "In Focus," NAB's new 28½-minute film to promote television, Thad H. Brown Jr., tv vice president, said last week in announcing that NAB's promotion materials kit for National Television Week in 1959 (Nov. 15-21) has been distributed to all U.S. tv stations.

The film, available to NAB tv members only, is tied in with Tv Week's theme, "Television—in Focus With Modern America," and is the basis of all the kit's materials.

In booklet form, the kit contains 11 items to help stations make their communities more aware of services rendered by tv. Each station gets three copies so station, promotion and program managers can have their own. Pages are perforated for easy tear-out.

Each kit contains: Fact sheet on tv broadcasting; suggestions for special on-air programs, community events, contests, etc.; suggested speech texts; sample proclamations for mayors and city managers to sign for Tv Week; sample news release; sample spot announcement for air promotion of special Tv Week programs; nine spot announcements of various lengths for on-air use to promote listenership and prestige of station and tv medium; list of business, fraternal and civic groups which have promised to support Tv Week's observance; information on "In Focus" film and order blank; slide for on-air use with promotional copy and special programs; one-column newspaper mat for use in printed advertising and promotion.

Local—in a big way

WAAF Chicago, one of the nation's oldest radio stations, is going strictly local, emphasizing news and public service.

All national public service spots are being abandoned for local free announcements, according to Tom Davis, station manager. Starting Jan. 1, 1960, he reports, local news will be carried exclusively. Listeners who desire up-to-the minute reports on a local news development can call the station and hear a tape-recorded capsule. They will then be asked to listen to WAAF for details.

KNX analyzes food market

Radio reaches food store customers "when it counts the most—when they're about to shop." This is the claim of KNX Los Angeles in "You and $2,000,000,000!", a 32-page analysis of the retail food business in metropolitan Los Angeles ($2.3 billion in 1958) and the best means of advertising to reach food buyers. More shoppers were exposed to radio than to any other medium on their food-buying day (which varied to include all seven days of the week although nearly half was done on Friday and Saturday), more shoppers spent more time with radio and more were exposed to radio during the two hours before buying (spread through evenings as well as mornings and afternoons).

With an average of 3.2 radios in 98% of Southern California homes and with 87% of the 2.9 million cars registered last year also equipped with radios, there is no medium to help the food advertiser reach the rich Los Angeles market like radio, KNX concludes, and, with its own programming and product promotional helps, "there is no radio station like KNX."

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

'Do-it-yourself' commercials

To celebrate its fifth anniversary, WOHO Toledo, Ohio held a "Write Your Own Commercial" contest.

Top award in the contest was a week in Miami Beach for four people. Four runners-up received $25 savings bonds.

The contestants wrote commercials 100 words or less in length and were allowed to use sound effects, two or more voices and any other production gimmicks they thought necessary to make their entries more convincing.

The winner received an additional $100 from the advertiser his commercial represented.

Public service pays off

Proof that public service programming, combined with proper promotion, can mean both prestige and results for the advertiser has been produced by Nationwide Insurance Co.

Nationwide is currently sponsoring Westinghouse Broadcasting Co.'s half-hour film series *The American Civil War* on WJZ-TV Baltimore. The program features over 3,500 Matthew Brady photographs. It utilizes the newest techniques of animation to supply motion to Brady's still camera.

To promote the program, Nationwide offered a self-liquidating souvenir kit of Civil War memorabilia—including a parchment reproduction of Lincoln's Gettysburg Address, a color map of the

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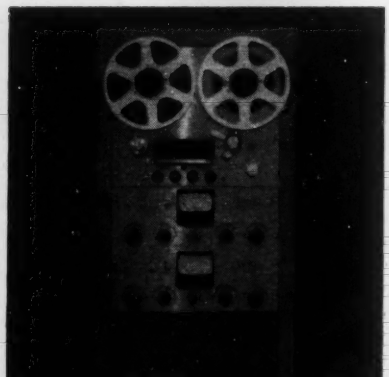

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KYW's 'billion dollar' promotion

KYW DEEJAYS HAVE MONEY TO BURN

Brink's truck delivers $100 billion load of 'Sound Currency' checks

Although the days of the big money winners appear over, KYW Cleveland seems intent on reviving the not too ancient but honorable custom of giving away money and valuable prizes.

Billed as "KYW—the Station with the Million Dollar Sound," the 1100 kc station has begun a four week promotion under the same slogan which features valuable and highly original prizes.

The brainchild of Janet Byers, KYW advertising and promotion manager, the contest will award a $100,000 life insurance policy, a week of luxury living and trips for two ad agency executives "to exotic resorts."

Over 100,000 specially printed "checks" each made out for $1 million in "Sound Currency" are being distributed throughout the Cleveland area while air personalities of the station are wearing full dress suits and being driven around town by liveried chauffeurs in Cadillacs to pass checks out.

Two letter writing contests, "Why I Would Like to Walk Through One Million Dollars" and "Why I Would Like to Live Like a Millionaire for a Week," are other highlights of the promotion. The winner of the first letter writing competition will be taken to a Cleveland bank and permitted to walk (bare footed?) through and fondle a million dollars. The winner of the second topic will receive the $100,000 life insurance policy, will be treated to a cook and maid, champagne and caviar, a chauffeur-driven car, and other rights and privileges granted to the well-heeled for a week.

Meanwhile a mailing from KYW has been sent to 3,000 agencies explaining the campaign in detail and enclosing one of the $1 million checks. Recipients are eligible to win a trip to Cuba.

war's battle area, reproductions of Confederate currency, and the Civil War Centennial Commission's twenty-page fact book.

Maryland Governor Millard Tawes proclaimed a week in October "Blue-Gray Week." Climax of the week was a reception and ball at Baltimore's Fifth Regiment Armory.

In addition, many schools have made the program required viewing for pupils. WJZ-TV supplies teachers with script outlines, kits, quizzes and general material on the show.

WDIA's Negro 'Family Fair'

The Memphis Negro market will witness a commercial exposition staged for it by WDIA, that city, a pioneer in 100% Negro programming. The station will sponsor a "Family Fair" at the Memphis Municipal Auditorium Feb. 18-21, 1960.

Bert Ferguson, WDIA general manager says: "The Negro market is a fast growing one. There are more than 1.5 million Negroes in the midsouth area. . . . Their annual pay envelope comes to $1,018 billion."

• Drumbeats

Gobbler hunt • WNTA Newark, N.J., the station which recently paid a bounty for flies and mosquitoes, conducted a "Turkey Hunt" in Paterson, N.J., last week. Large cardboard turkeys were hidden throughout the area. Listeners finding the fake gobblers redeemed them for real birds. The "Hunt" was co-sponsored by the Downtown Paterson (N.J.) merchants group.

Big mike • More than 5,800 people passed through the "Big Mike" KOL Seattle erected at the first Northwest Winter Sports and Travel Show. As they walked through the nine-foot object an electric eye counted them and activated a 20-second tape which informed listeners they could win a "ski week" for two in Utah by correctly estimating the number of people to pass through the KOL exhibit during the week. The exhibit also promoted KOL's annual "Housewives' Free Ski School."

Beatniks? • Disc jockeys of WOMP Wheeling, W.Va. have taken on the beat look since the beginning of the local Community Chest campaign. They have announced to their listeners that they won't shave until the fund drive reaches its goal.

Tricky titles • Viewers of KETV (TV) Omaha are challenged to unscramble jumbled movie feature titles, selected from station's library of 2,000 films in the "Flash-A-Feature" contest. The first one to submit the most complete set receives a 14-piece home movie outfit. The contest begins anew as soon as one set of jumbled names is unscrambled with a similar prize offered.

Chance of a ghost-time • KNEW Spokane, Wash., sent over 2,000 invisible ghosts attached to a string to all listeners sending a self-addressed envelope in response to station's offer. One letter was returned with the complaint that the ghost was lost and a request for the station to help retrieve it.

Cooking sessions • Cooking schools held in Sioux City, Iowa, by KVTV (TV), that city, and WNAX Yankton, S.D., were attended by over 8,000 women from 212 communities in 6 states. WNAX personality Wynn Speece showed the ladies how to prepare a complete dinner for company in 60 minutes. Jan Voss, KVTV personality, topped the meal off with a gooey orange roll. The students registered for a free drawing for one of 106 prizes, including a major Frigidaire appliance, 96 huge baskets of groceries and 8 smaller kitchen appliances. The school met in sessions at 9:30 a.m. and 2 p.m., co-sponsored by the stations, the IGA Super-Saver stores and D. K. Baxter, local Frigidaire distributor.

WBBM-TV airlift

CBS - owned WBBM - TV Chicago went all out with "Operation: Time Flies," an airlift for New York - based agency timebuyers Nov. 10. An itinerary at CBS-Chicago was designed to familiarize nearly 100 buyers with its facilities and programming advantages. CBS-TV Spot Sales personnel welcomed the contingent in New York, arriving at Chicago's O'Hare Field that (Tuesday) morning. The buyers were treated to cocktails and lunch, tour of facilities, a programming and audience presentation, reception, dinner and floor show comprising WBBM-TV talent. They returned to New York Nov. 11 after breakfast.

Teachers taught • Twenty school teachers from Birmingham, Ala., spent the day (Oct. 23) touring the facilities of WAPI - AM - TV. The purpose of the tour was to learn more about the operation of a radio and tv station and what kind of aptitudes and training are necessary to be successful broadcasters. Staff executives, headed by Charles F. Grisham, general manager, planned the day-long program.

Fiesta • KWKW Los Angeles, Spanish-language station, had over 50,000 Mexican-American guests at a picnic sponsored by the station in Lincoln Park, L.A. The party was so successful that the Los Angeles County Board of Supervisors sent a congratulatory letter to KWKW's general manager.

Mennen contest • KGBT Harlingen, Tex., topped some 40 other stations in the small market class which participated in the Mennen Co.'s contest to promote its recent 13-week spot schedule. Some 25 minute spots were aired weekly by each of the stations. KGBT won a $200 cash prize for its entry, an area beauty contest to select a "Miss Mennen Spray Deodorant." KGBT is represented by Richard O'Connell Inc., New York, which accepted the award in New York on behalf of the station.

A musical weekend • WRCA New York held a "wall-to-wall music weekend" celebration at Grossinger's Hotel in upstate New York Nov. 13-15. The station's personalities tape-recorded interviews with guest celebrities, and the outlet's "wall-to-wall music" was played continuously over the hotel's high fidelity system. The station last summer initiated a policy of using what it calls "wall-to-wall" music, a sound pattern provided by "luxuriously orchestrated selections . . . to create a readily identifiable image of sound for the station."

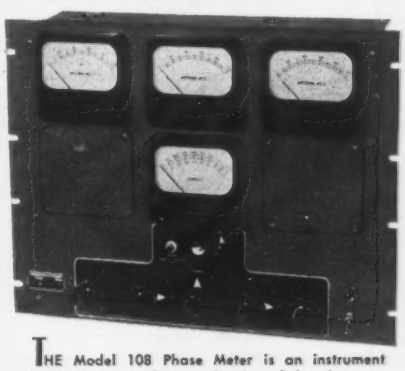
*

NEMS-CLARKE

Phase Meter

MODEL 108-E

*



THE Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

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Station Authorizations, Applications

As Compiled by BROADCASTING

Nov. 4 through Nov. 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

ABBREVIATIONS:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—Specified hours. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

San Angelo, Tex.—Dornita Investment Corp., vhf ch. 3 (60-66 mc); ERP 11.14 kw vis., 5.6 kw aur.; antenna height above average terrain 229 ft., above ground 313 ft. Estimated construction cost $55,500, first year operating cost $144,000, revenue $161,000. P.O. address 2808 Southland Center, Dallas, Tex. Studio and trans. location N.W. corner of Twohig & Oakes, San Angelo. Geographic coordinates 31° 27′ 51″ N. Lat., 100° 26′ 2″ W. Long. Transmitter RCA TT2AL, antenna RCA TF6AL. Principals include **Horace Garrett** 45% and **Bedford S. Wynne** 25%. Mr. Garrett is banker. Mr. Wynne is attorney. Ann. Nov. 4.

***Tacoma, Wash.—School District #10,** uhf ch. 62 (758-764 mc); ERP 21.28 kw vis., 11.49 kw aur.; antenna height above average terrain 420 ft., above ground 350 ft. Estimated construction cost $125,000, first year operating cost $38,260. P.O. address Box 1357 Tacoma, Wash. Studio and trans. location 1101 S. Yakima Ave., Tacoma. Geographic coordinates 47° 15′ 08″ N. Lat., 122° 25′ 46″ W. Long. Transmitter RCA TTU-1B, ant. RCA TFU-27DH. Ann. Nov. 4.

Weston, W.Va.—WJPB-TV Inc., vhf ch. 5; ERP 100 kw vis., 60 kw aur.; antenna height above average terrain 509 ft. Estimated construction cost $146,000, first year operating cost $90,000, revenue $175,000. P.O. address Broadcast House, 400 Quincy St., Fairmont, W. Va. Studio and trans. location Fisher Summit. Geographic coordinates 39° 04′ 27″ N. Lat., 80° 25′ 28″ W. Long. Transmitter RCA TF-5A. Principals include **J. Patrick Beacom,** 97.7%. Mr. Beacom is 98% owner of WJPB-TV Fairmont and 70% owner of WVVW Grafton, both W.Va., also majority owner of WBUT-AM-FM Butler, Pa. Ann. Nov. 4.

Existing Tv Station

ACTION BY FCC

KLYD-TV Bakersfield, Calif.—Granted temporary authority to operate on program basis for three months with temporary ant. (to replace damaged one) and reduced height and power pending installation authorized in cp. Ann. Nov. 4.

Tv Translator

ACTION BY FCC

West Lane Translator Inc., Florence, Ore.—Granted cps for three new tv translator stations on channels 71 and 76 to translate programs of KOIN-TV (ch. 6) and KPTV (TV) (ch. 12), Portland, and on channel 73 to translate programs of KVAL-TV (ch. 13), Eugene. Ann. Nov. 4.

New Am Stations

ACTION BY FCC

Phillipsburg, Kan.—North Central Bcstg. Inc. Granted 1490 kc, 250 w D. P.O. address Guy Christian, Bel Aire Motel, Sterling, Colo. Estimated construction cost $12,635, first year operating cost $28,000, revenue $37,000. Owners are **Guy Christian, Russell M. Stewart** (each 49%) and others. Mr. Stewart is one-third owner of **KNEB Scottsbluff, Neb.,** and **KOLR Sterling, Colo.** Ann Nov. 4.

APPLICATION

Marion, Va.—Seward Bcstg. Inc., 1330 kc. 1 kw. D. P.O. address % C.L. Harrington, Greybeal Bldg., Box 604, Marion, Va. Estimated construction cost $26,981, first year operating cost $37,665, revenue $42,000. Principal applicant is **Charles B. Seward** 75%. Mr. Seward is in advertising. Ann. Nov. 9.

Existing Am Stations

ACTIONS BY FCC

WBOP Pensacola, Fla. Granted change of operation on 980 kc from 500 w-D, to 1 kw-D; remote control permitted; engineering condition. Ann. Nov. 4.

WCOS Columbia, S.C. Granted change of operation on 1400 kc from 250 w, Unl to 250 w-N, 1 kw-LS; remote control permitted. Ann. Nov. 4.

APPLICATIONS

WAVC Boaz, Ala. Cp to increase power from 500 w to 1 kw (1300 kc). Ann Nov. 4.

KDIA Oakland, Calif. Cp to increase power from 1 kw to 5 kw, install DA-1, install new ground system and new trans. Ann. Nov. 6.

KOPR Butte, Mont. Cp to increase daytime power from 1 kw to 5 kw and install new trans. (550 kc). Ann. Nov. 9.

WAGY Forest City, N.C. Cp to increase power from 500 w to 1 kw and make changes in trans. (1320 kc). Ann. Nov. 5.

WCUE Akron, Ohio. Cp to change hours of operation from Daytime to Unl using power of 500 w, 1 kw-LS change from directional ant. D to DA-2, change ant.-trans. location and studio location, install new trans. and change station location from Akron, Ohio to Cuyahoga Falls, Ohio. (1150 kc). Ann. Nov. 10.

WTIV Titusville, Pa. Amendment to (requested increase power from 500 w to 1 kw and to install new trans.) change frequency from 1290 kc to 1230 kc, change hours of operation from D to Unl using power of 250 w, 500 w-LS. (Request waiver of Sec. 3.28(c) of rules.) (Petition filed for acceptance of amendment as of July 15, 59.) Ann. Nov. 9.

New Fm Stations

ACTIONS BY FCC

Phoenix, Ariz.—Frank S. Barc Jr. Granted 93.3 mc, 4.6 kw. P.O. address 4631 E. Hubbell St., Phoenix. Estimated construction cost $18,399, first year operating cost $11,500, revenue $16,000. Mr. Barc formerly had controlling interest in KUEQ Phoenix. Ann. Nov. 4.

Tempe, Ariz.—Tri-State Inc. Granted 97.9 mc, 6.4 kw. P.O. address 200 Ryland Bldg., Reno, Nev. Estimated construction cost $8,745, first year operating cost $18,000, revenue $22,000. Principal is **John L. Breece.** Mr. Breece owns KTMP Tempe. Ann. Nov. 4.

Detroit, Mich.—Fine Arts Bcstrs. Inc. Granted 105.1 mc, 28.5 kw. P.O. address 229 Eason Ave., Highland Park, Mich. Estimated construction cost $23,196. first year operating cost $27,600, revenue $32,100. Applicant is **Richard N. Hughes** (75%) and others. Mr. Hughes is in advertising. Ann. Nov. 4.

St. Paul, Minn.—Selby Gospel Mission. Granted 95.3 mc. 740 w. P.O. address 1347 Selby Ave., St. Paul, Minn. Estimated construction cost $18,969, first year operating cost $5,000, revenue, $8,500. Applicants are **Fred, Grace C.** and **Donald F. Adam.** Fred and Grace Adam are pastors. Donald F. Adam is vice president of Selby Gospel Mission. Ann. Nov. 5.

Pittsburgh, Pa.—Golden Triangle Bcstg. Inc. Granted 107.9 mc, 36 kw. P.O. address 320 N. Highland Ave., Pittsburgh, Pa. Estimated construction cost $18,000. first year operating cost $24,000 revenue $24,000. Principal applicant is **Myron Jones.** Mr. Jones is majority owner of WJET Erie, Pa., WHOT Campbell and WRED Youngstown, both Ohio, and WEEP Pittsburgh. Ann. Nov. 4.

APPLICATIONS

***San Diego, Calif.—San Diego State College,** 89.5 mc, .782 kw. P.O. address K.K. Jones Jr., 5402 College Ave., San Diego, Calif. First year operating cost $280. Ann. Nov. 5.

San Jose, Calif.—Linn, Mull & Hodges, 107.3 mc 1.66 kw. P.O. address 2400 Cedar St., Bakersfield, Calif. Estimated construction cost $19,043, first year operating cost $24,000, revenue $24,000. Applicants are **L. Phillip Linn, Rex R. Mull** and **James C. Hodges,** ⅓ each. Mr. Linn is employe of KOVR-TV Stockton, Calif. Mr. Mull is chief deputy, County Council of Kern County, Calif. Mr. Hodges is general manager of KHIQ (FM) Sacramento, Calif. Ann. Nov. 4.

Elgin, Ill—Elgin Bcstg. Co., 94.3 mc, 1 kw. P.O. address 156 Division St., Elgin, Ill. Estimated construction cost $9,502. Elgin Bcstg. Co. is licensee of WRMN Elgin. Applicant fm will duplicate WRMN programming. Ann. Nov. 10.

Houston, Tex.—Veterans Bcstg. Co., 102.9 mc, 17.6 kw. P.O. address Box 2135 Houston, Tex. Estimated construction cost $17,525. Veterans Bcstg. Co. is licensee of KNUZ Houston. Applicant fm will duplicate. KNUZ programming. Ann. Nov. 10.

Ownership Changes

ACTIONS BY FCC

KOFY San Mateo, Calif.—Is being advised that application to transfer control to **Tele-Broadcasters Inc.,** indicates necessity of hearing. Chmn. Doerfer dissented. Ann. Nov. 4.

WMDF Mount Dora, Fla.—Granted assignment of license to **Hellmut E.** and **Dorothy Lippmann;** consideration $42,000. Ann. Nov. 4.

KJOE Shreveport, La.—Granted assignment of license to **Armand Kovitz;** consideration $100,000. Ann. Nov. 4.

WAGM-AM-TV Presque Isle, Me.—Granted transfer of control from **Northeastern Bcstg. Inc.,** to **Community Bcstg. Service** (WABI Bangor), which already had 95% interest in Aroostook Bcstg. Corp. Ann. Nov. 4.

WCRM Clare, Mich.—Granted transfer of control from **Dan** and **Genevieve McDonald** and **John E. Cobb** to **Richard E. Hunt** (WCBY

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*ARB Continuing Readership Study

Cheboygan, Mich., and majority interest in WPTW Piqua, Ohio); consideration $15,250. Ann. Nov. 4.

KGVO Missoula, Mont.—Granted assignment of license to **KGVO Bcstrs. Inc.**; consideration $145,000 plus furnishing assignor up to $250 of free air time per month, or paying $250 per month, for period of 10 years. **Dale G. Moore,** assignee president, has interest in KBMN Bozeman, and KCAP Helena, both Montana. Comr. Bartley dissented. Ann. Nov. 4.

KSHO-TV Las Vegas, Nev.—Granted transfer of control from **Mervyn L. Adelson,** et al., to **Nevada Bcstrs.' Fund Inc.**; consideration $137,500. **R.G. Jolley** transferee president, is also president of KLAS Las Vegas. Ann. Nov. 4.

WHKK Akron, Ohio—Granted transfer of control from **Philip R. Herbert** to **Radio Akron Inc.**; consideration $456,586 plus agreement to pay transferor $100,000 to refrain from broadcast business in Summit County for seven years. Transferee is 90% owned by Susquehanna Bcstg. Co., licensee of WSBA-AM-TV, York, and 90% owner of WARM Scranton, both Pennsylvania. Ann. Nov. 4.

KDYL-AM-FM, KTVT (TV) Salt Lake City, Utah—Granted transfer of control from **TLF Bcstrs. Inc.,** to **Columbia Pictures Electronics Inc.**; consideration $3,100,000; grant without prejudice to whatever action Commission may deem appropriate in light of any determinations made in *United States* v. *Screen Gems, Inc.* and *United States* v. *Columbia Pictures Corp. et al.*, actions still pending in U.S. District Court for Southern District of New York. Comr. Bartley dissented. Transferee is owned by Columbia Pictures Corp. Neither has any other present broadcast interest. Ann. Nov. 4.

APPLICATIONS

KWYN Wynne, Ark.—Seeks transfer of control of **East Arkansas Bcstrs. Inc.** from **Raymond O. Raley** 45% and others to **Raymond O. Raley** 60% and others for $7,000. Ann. Nov. 9.

WBIE-AM-FM Marietta, Ga.—Seeks transfer of control of **Marietta Bcstg. Inc.** from **Dudley D. McCaskill** 25% and **James M. Wilder** 50% to **James M. Wilder** 75% for $20,000. Ann. Nov. 4.

WASK Lafayette, Ind.—Seeks transfer of negative control of **Lafayette Bcstg. Inc.** from **D&B Equipment Corp.** 50% and **Henry Rosenthal** and **Alvin H. Huth** 25% each to **D&B Equipment Co.** 48% and **Messrs. Rosenthal** and **Huth** 24% and **Warren N. Eggleston** 4%, for $1,500 paid by Mr. Eggleston for his shares. Ann. Nov. 5.

KCLN Clinton, Iowa—Seeks assignment of license from **Valley Tv & Radio Inc.** to **WBEL Beloit Wis.** for $95,000 sale of 75% of stock. Purchasers are **Russell G. Salter, Stanley B. Noyes** and **Robert O. Moran,** 33.25% each. Mr. Salter is sole owner of WBEL, and former 50% owner of WTAQ LaGrange, Ill. Mr. Moran is general manager of WBEL. Mr. Noyes is sales manager of WOPA Oak Park, Ill. Ann. Nov. 9.

KROX Crookston, Minn.—Seeks transfer of control of **Crookston Bcstg. Co.** from joint venture to corporation. Principal stockholders (formerly joint venturers) are: **Jerome A. Dahlberg, William J. Kiewel** and **Arnold Petrich,** 33⅓% each. Ann. Nov. 9.

KFIR North Bend, Ore.—Seeks assignment of license from **Bay Bcstg. Co.** to **Big Bay Radio Inc.** for $65,000 plus agreement not to compete for 4 years. Applicants are **Emil W. Karl** 50%, **Karl F. Kimmel** 30% and **Rod Walter** 20%. Mr. Karl is sales manager of KYNG Coos Bay, Ore. Mr. Kimmel is druggist. Mr. Walter is employe of KYNG. Ann. Nov. 5.

KBYG Big Spring, Tex.—Seeks transfer of control from **Grady Franklin Maples** and **R.B. McAlister** 50% each, to **Grady Franklin Maples** and **R.B. McAlister** 40% each and **James W. Richardson** 20%, for $18,000. Mr. Richardson is manager of KBYG. Ann. Nov. 4.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order, Commission, on petition for reconsideration by North Central Bcstg. Inc., removed from consolidated hearing and granted North Central's application for new am station to operate on 1490 kc 250 w, specified hours, in Phillipsburg, Kan.; engineering condition. Ann. Nov. 4.

By memorandum opinion and order, Commission, on petition by Polk County Bcstrs., severed from consolidated hearing and granted Polk's application to change operation of station WTYN Tryon, N.C., from 1550 kc 250 w-D, to 1550 kc 1 kw-D. Ann. Nov. 4.

By decision, Commission granted application of Television Bcstrs. Inc., for mod. of cp of KBMT (TV) to operate on ch. 12 in lieu of ch. 31 in Beaumont, Tex., and change trans. and studio location, and denied competing applications of KPBX Bcstg. Co. and Brown Telecasters Inc., for new stations on ch. 12 in Beaumont.

Aug. 11, 1958 initial decision looked toward granting Brown application and denying competing applications. Ann. Nov. 4.

By order, Commission made effective immediately Sept. 16 initial decision and (1) granted application of WJPB-TV Inc., for new tv station to operate on ch. 5 in Weston, W.Va., conditioned that program tests will not be authorized until WJPB-TV Inc., has divested itself of all interests in station WJPB-TV (ch. 35), in Fairmont, W. Va., and (2) dismissed competing application of Telecasting Inc. (Applicants have entered into merger agreement.) Ann. Nov. 4.

By memorandum opinion and order, Commission reinstated effective date of Oct. 22, grant of application of Jack L. Goodsitt for new am station (WTOJ) to operate on 1460 kc, 1 kw D, in Tomah, Wis. and ordered that grant is to remain in effect pending final decision in hearing on protest by Tomah-Mauston Bcstg. Inc. (WTMB) Tomah. Ann. Nov. 4.

INSTRUCTIONS IN DOCKET CASE

Commission on Nov. 4 directed preparation of document looking toward denying application of South Kentucky Bcstrs. to increase power of station WRUS Russellville, Ky., from 500 w to 1 kw, continuing operation on 610 kc, daytime only. Initial decision of Jan. 21 looked toward this action. Ann. Nov. 4.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of May Bcstg. Co., for renewal of license of am station KMA Shenandoah, Iowa. Ann. Nov. 10.

OTHER ACTIONS

Commission scheduled proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., for new class B fm stations in Philadelphia, Pa. for oral argument on Dec. 4 at 2:15 p.m. Ann. Nov. 4.

By supplement, Commission made clear that maps attached to exhibit C in Sept. 22 third notice of further proposed rulemaking in clear channel proceeding were included for sole purpose of illustrating general type of situation to be anticipated as consequence of implementation of third notice or similar proposal. Inquiries addressed to Commission have indicated that undue and misleading significance is being attached to exhibit C despite statement in third notice that maps should not be considered to constitute determination that capacity of these channels should be so delimited. In other words, exhibit C should therefore not be understood as placing any kind of limitation on data or showings which interested parties may wish to submit in response to third notice. Ann. Nov. 4.

By separate action, Commission granted, in part, motion by Clear Channel Bcstg. Service and granted 90-day extension of time from Nov. 20, to file comments to above-mentioned third notice of further proposed rule making. CBS had requested six-months extension. Ann. Nov. 4.

By memorandum opinion and order, Commission dismissed as moot, in part, and denied in all other respects, petition by Garrett Bcstg. Corp., West Memphis, Ark., to clarify or revise hearing issues in am proceeding. Ann. Nov. 4.

By memorandum opinion and order, Commission denied request by Interstate Bcstg. Inc., for waiver of Sec. 3.204(a)(1) of rules and dismissed application for increase of ERP of station WQXR-FM New York, N.Y., from 11 kw to 34.1 kw. (20 kw is max. radiated power in that area.) Ann. Nov. 4.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman John C. Doerfer

On motions by parties, corrected transcript of oral argument in proceeding on application of City of New York Municipal Bcstg. System (WNYC) New York, N.Y. Action Nov. 5.

Granted motion by Herbert Muschel for various corrections to transcript of oral argument in proceeding on his application for new fm station in New York, N.Y., et al. Action Nov. 5.

By Commissioner Robert T. Bartley

Granted petition by Miners Bcstg. Service Inc., for extension of time to Nov. 9 to file exceptions and brief to initial decision in proceeding on its application and that of Valley Bcstg. Co. for am facilities in Lehighton and Kingston, Pa. Action Nov. 3.

Granted petition by Broadcast Bureau for further extension of time to Nov. 16 to file replies to petitions by Suburban Bcstg. Inc. and Concert Network Inc., to enlarge issues in proceeding on applications of Suburban and Camden Bcstg. Co., for fm facilities in Mount Kisco, N.Y., and Newark, N.J. Action Nov. 3.

Granted petition by Standard Bcstg. Corp. for extension of time to Nov. 20 to file exceptions and supporting brief to initial decision in proceeding on its application and that of Clifford C. Harris for am facilities in Oswego, N.Y. Action Nov. 3.

Granted petition by Miners Bcstg. Service Inc., Kingston, Pa., for extension of time to Nov. 16 to file exceptions to initial decision in proceeding on Miners' application and Valley Bcstg. Co., Lehighton, Pa., both seeking new am stations. Action Nov. 9.

By Commissioner John S. Cross

Granted petition by Buckley-Jaeger Bcstg. Corp. and WHDH Inc., for extension of time to Nov. 16 to reply to petition by Broadcast Bureau for reconsideration in proceeding on their applications for fm facilities in Providence, R.I., and Boston, Mass. Action Nov. 2.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Tiffin Bcstg. Co. for dismissal without prejudice of its application for new am station in Tiffin, Ohio. Action Nov. 9.

Granted petition by Harry A. Epperson Sr., for dismissal without prejudice of his application for new am station in Winston-Salem, N.C. Action Nov. 9.

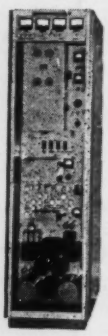
Scheduled hearings on Jan 28, 1960, in proceeding on am applications of Catskills Bcstg. Co. and Ellenville Bcstg. Co. for new stations in Ellenville, N.Y., and Palmdale Bcstrs. (KUTY) Palmdale, Calif., Louis Helfman, Fontana, Calif., and The Voice of the Orange Empire Ltd. (KWIZ) Santa Ana, Calif. Action Nov. 6.

By Hearing Examiner J.D. Bond

Extended from Nov. 20 to Dec. 7 date for notification of planned exhibits and scheduled further prehearing conference at 2 p.m., Nov. 16 in am proceeding on applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Nov. 5.

By Hearing Examiner J.D. Bond

Upon petition by High Fidelity Stations Inc. (KPAP) Redding, Calif., continued cer-



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through November 10

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,372	62	91	740
FM	605	61	157	105
TV	466[1]	56	96	131

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through November 10

	VHF	UHF	TOTAL
Commercial	446	76	522
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through October 31, 1959

	AM	FM	TV
Licensed (all on air)	3,366	605	466[1]
CPs on air (new stations)	62	51	55[2]
CPs not on air (new stations)	97	159	97
Total authorized stations	3,525	816	669
Applications for new stations (not in hearing)	487	77	59
Applications for new stations (in hearing)	240	28	67
Total applications for new stations	727	105	126
Applications for major changes (not in hearing)	627	28	29
Applications for major changes (in hearing)	167	6	17
Total applications for major changes	794	34	46
Licenses deleted	1	1	1
CPs deleted	0	0	1

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

tain procedural dates in proceeding on its am application; continued hearing from Dec. 8 to Jan. 7, 1960. Action Nov. 2.

Granted petition by Entertainment and Amusements of Ohio Inc., and scheduled hearing for 2 p.m., Nov. 17 in proceeding on its application for am facilities in Solvay, N.Y., et al. Action Nov. 3.

By Hearing Examiner Basil P. Cooper

Granted request by Mount Wilson FM Bcstrs. Inc. (KBCA [FM]) Los Angeles, Calif., and continued prehearing conference from Nov. 10 to Dec. 10 in fm proceeding on applications of KBCA and Freddot Ltd. (KITT [FM]) San Diego, Calif. Action Nov. 6.

By Hearing Examiner Thomas H. Donahue

Issued memorandum covering pre-hearing conference and order formalizing oral ruling made at conference and scheduled hearing for Dec. 8 in proceeding on application of Dawkins Espy for new fm station in Glendale, Calif. Action Nov. 4.

Granted petition by Audiocasting of Texas Inc. for continuance of hearing from Nov. 5 to Nov. 20 in proceeding on its application and that of Horace K. Jackson Sr., for new am stations in Waco and Gatesville, Tex. Action Nov. 4.

Issued order governing course of hearing in proceeding on applications of S & W Enterprises Inc., Woodbridge, Va., et al.; sceduled further prehearing conference for Feb. 3 and hearing for Feb. 8, 1960. Action Nov. 4.

Issued order governing course of hearing in am proceeding on applications of Southeast Mississippi Bcstg. Co. (WSJC) Magee, Miss., and Jeff Davis Bcstg. Service, Prentiss, Miss.; set Dec. 4 for exchange of exhibits and Dec. 21 for hearing. By separate action, granted request by Jeff Davis for leave to amend application to specify 1050 kc, 250 w in lieu of 790 kc 500 w, and removed amended application from hearing. Action Nov. 5.

Scheduled prehearing conference at 2 p.m., Nov. 10, looking toward reopening the record in am proceeding on applications of Jefferson Radio Co., Irondale, Ala., and The Bessemer Bcstg. Inc. (WEZB) Bessemer, Ala. Action Nov. 5.

Granted petition by Tuscola Bcstg. Co., Caro, Mich., for leave to amend its am application to reflect change of address of one of its principals. Action Nov. 2.

Granted petition and amendment to petition for leave to amend by Supreme Bcstg. Inc. of Puerto Rico to correct inadvertent error in description of geographical coordinates applicable to the proposed trans. site in Charlotte Amalie, St. Thomas, V.I., tv ch. 10 proceeding. Action Nov. 2.

By Hearing Examiner Charles J. Frederick

Granted petition by Fairview Bcstrs. for extension of time from Nov. 3 to Nov. 13 to file opposition to petition by Sanford L. Hirschberg and Gerald R. McGuire to enlarge issues with respect to Fairview's financial qualifications in proceeding on their applications for new am stations in Rensselaer and Cohoes-Watervliet, N.Y. Action Nov. 5.

By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference in proceeding on application of Marin Bcstg. Inc., to change trans. site of KTIM, San Rafael, Calif., formalizing certain agreements reached at Nov. 3 prehearing conference; continued hearing from Dec. 18 to Jan. 26, 1960. Action Nov. 4.

By Hearing Examiner Isadore A. Honig

Denied petition by Island Teleradio Services Inc., to reopen record in proceeding on application of Virgin Island Bcstg. System for additional time to construct WDTV Christiansted, V.I. Action Nov. 6.

On own motion, advanced further hearing from Dec. 23 to Nov. 19 in am proceeding on applications of Richard L. Dehart, Mountlake Terrace, Wash., and KVOS Inc. (KVOS) Bellingham, Wash. Action Nov. 5.

Issued order following prehearing conference in proceeding on application of M & M Bcstg. Co. (WLUK-TV) Marinette, Wis., formalizing certain agreements reached at Oct. 29 prehearing conference; continued hearing from Dec. 3 to Dec. 15. Action Nov. 3.

By Hearing Examiner Annie Neal Huntting

Granted petition by Hess Hawkins Co., for leave to amend its application for new am station in East St. Louis, Ill., to specify daytime operation with 500 w in lieu of 1 kw. Action Nov. 5.

Granted petition by Newton Bcstg. Co., Newton, Mass., for extension of time to Nov. 6 to file opposition to petition by Transcript Press Inc., Dedham, Mass., to enlarge issues to inquire into Newton's financial qualifications and to Nov. 3 to file reply to oppositions to Newton's petition for enlargement of issues to permit inquiry into basic qualifications of Transcript Press Inc., and WKOX Inc., Beverly, Mass.; applicants are in consolidated proceeding with County Bcstg. Corp., Gloucester, Mass., et al. Action Nov. 4.

Granted petition by Fortune Bcstg., Salt Lake City., Utah, for further extension of

Continued on page 118

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- All other classifications 30¢ per word—*$4.00 minimum.*
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

$15,000 a year plus % of profits. Southwestern full timer in city of 200,000. Requisite: Must currently be managing a station in the southwest. Don't ask for particulars. Send them to Box 197R, BROADCASTING.

Pueblo, Colorado well-established station has opening for commercial manager with real opportunity for advancement to station management. Announcing and production ability desirable. Send full information, references and photo. Box 248R, BROADCASTING.

Profitable small market station with large gross, needs an aggressive salesman with announcing talent, who will step into management within a year. Station is part of an expanding radio-newspaper chain. Present manager will own a substantial interest in a station we are purchasing. Applicants must be between 24 and 28 years old. Send audition tape, employment record, photograph. Box 308R, BROADCASTING.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

If you can sell radio and would like to work in California or Arizona, write to Box 812, Eureka, California.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Experienced self-starter salesman wanted. Salary, commission and car expense. High dry climate. Good, inexpensive housing for single person or couple. Send picture and details. Radio KRSN, Los Alamos, New Mexico.

Miami—Seasonal or year-round salesman for fast growing new fm station. Write WAFM, Congress Building, Miami 32, Florida.

WBAZ, Kingston, New York. Very near New York City. Excellent salesman opportunity. Salary-commission-guarantee-bonus. Sales manager open. Write full details.

Five kw needs experienced sales manager. Growing community. Well established station. Excellent income for good producer. Write Manager, WEAV, Plattsburgh, N.Y.

Sales-Announcer independent fm station to begin broadcasting soon. WFMM, 44 West Biddle Street, Baltimore 1, Maryland.

Suntan, salt spray, missiles and money waiting for hottest salesman for modern, first-rated station. Write Roy Nilson, Manager, WKKO, Box 1308, Cocoa-Cape Canaveral, Florida.

Wanted, salesman who has proven sales record and who can sell and service local accounts. This person should net around $10,000 a year in one station market. WLOH, Princeton, W.Va.

Young man willing to work number one station. Good list to work from. Future for right man. Write Station Manager at WTAC, Box 929, Flint, Michigan.

Help Wanted—(Cont'd)

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Wanted, two young, aggressive deejays, intelligent and willing to work. Some experience required. Medium size, competitive North Carolina market. Starting salary $60-$65. Successful operation, small turnover, great crew to work with. Send resume and tape. Box 957P, BROADCASTING.

3 1st phone combo-announcers, no maintenance, top air salesman, only experienced wanted. Box 155R, BROADCASTING.

Are you ready—to move up from 250 watts to a power station. Do you have two years experience, good commercial dj sell, ability to handle 50 local sports broadcasts, want future advancement, good typing ability, run own board, tight commercial production, like mid-west, want to start at $90.00 per week. Answers all yes, then answer this advertisement now! Give full background, send tape of news, spots and dj work also photo. Box 247R, BROADCASTING.

Female . . . Top announcer for top market. Minimum 3 years experience. Send tape, photo and resume. Box 252R, BROADCASTING.

Miami station serving large south Florida area is seeking audition tapes from qualified, experienced disc jockeys. Warm personality and proven success are requisites. Send tape and resume to Box 266R, BROADCASTING.

Top rated Texas indie needs experienced, mature, well-rounded announcer. Excellent salary and fringe benefits plus chance for advancement with our major market stations. Send full details and audition first letter. All replies confidential. Box 268R, BROADCASTING.

Southeast Arkansas daytimer needs experienced early morning announcer after January first. Send background. Box 289R, BROADCASTING.

Morning — Kentucky. Outstanding morning personality required in attractive location. Past experience and news delivery important. Send personal history, references and past earnings. No tapes. Excellent pay for right man. Box 293R, BROADCASTING.

Sportscaster—news director. Important sports position college football and basketball in attractive medium-sized city. Must be experienced. Send resume and earnings. No tapes. Box 299R, BROADCASTING.

Lost . . . One deejay to a million market station. Here is great opportunity for alert, modern paced young man in market of 200,000, preferably from midwest. Screaming ability not an asset. Send tape, picture, resume to Box 300R, BROADCASTING.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Opening for qualified staff announcer, preferably from the southwest. Complete details should include picture, tape, minimum salary. Manager, KSWS, Roswell, New Mexico.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Help Wanted—(Cont'd)

Announcers

Smooth morning man, strong on news, with 3rd class ticket for live-wire 1000 watter. Send tape, photo and resume in first letter to WDDY, Gloucester, Virginia.

First phone announcer capable good technical mainteanance and announcing. $100 per week for right man. Send complete information and audition tape to WEPM, Martinsburg, W.Va.

Station in one of the top fifty markets needs top-flight announcer. Also have need for a combo-engineer-announcer at WHRT, Hartselle, Alabama. Please send tape and resume to Gene Newman, WEZB, Tutwiler Hotel in Birmingham, Alabama.

Michigan independent wants experienced announcer-dj. Details and tape to WOAP, Owosso.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See display ad in Help Wanted column.

Announcers! Many openings-many markets. Experienced? Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

First phone-announcers. Beginners or experienced. Job waiting. Contact Disk Jockey Placement Center, 100 West 42nd St., New York City.

Deejay—Can you write? Can you write really funny, clever ad-lib material. Get this "Method Package" that helps bring out your own natural, creative talent. $5.95. Methods, P.O. Box 1, Elkhart, Indiana.

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

Washington consulting firm needs engineer qualified in design and adjustment of Da Arrays. Please give qualifications, references and salary required. Box 139R, BROADCASTING.

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Wanted: Chief engineer-announcer for 250 watt network station in South Carolina. Steady, dependable man will have good future with this progressive station. Send full details including photo and audition tape to Box 200R, BROADCASTING.

Chief engineer first ticket for central Massachusetts fulltime station. Maintenance required. Box 278R, BROADCASTING.

Settle down? December 1 opening for chief. 5 kw directional, medium sized midwest market. New gear. Permanent position for right man. Full details to Box 286R, BROADCASTING.

Wanted: Engineer-announcer, first class ticket, 80% air work, 20% maintenance. 1 kw daytimer, Gates equipment. Salary negotiable. Opening December 1. Call, write Jerry Fitch, KGLN, Glenwood Spring, Colorado. WH 5-6501.

Help Wanted—(Cont'd)

Technical

5 kw fulltime DA-N midwest city 100,000 needs chief engineer. Contact KRES, St. Joseph, Missouri.

Wanted: Transmitter engineer, first class license, no announcing. Insurance and vacation benefits. Apply George E. Crocker, Chief Engineer, KSDN, Aberdeen, South Dakota.

Miserable pay and ridiculous conditions for audio and/or transmitting engineer. However, there will be the sardonic pleasure of fascinating surroundings and of creation of a fm radio station out of absolutely nothing. Paduan Foundation, 805 G Street, N.W., Washington, D.C.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director, large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

College radio production manager; teach non-credit courses; supervise, direct student production, 8 weekly dramatic, variety, talk, sports programs on commercial stations. $500 month. Box 239R, BROADCASTING.

Copywriter. Midwest metropolitan market. Give complete resume, references. Box 246R, BROADCASTING.

Radio-tv news director—New York state outlet of multiple station operation. College grad. Experience and good work history essential. Photo, tape and details to Box 249R, BROADCASTING.

News announcer and director for large radio-tv in Wyoming. Good working and living conditions in growth area. Send tape and information to: Bob Berger, KTWO AM-TV, Casper, Wyoming.

RADIO

Situations Wanted—Management

Nine years in radio. Would like position as manager or announcer-salesman in medium to small country-type station. Box 237R, BROADCASTING.

Manager—Successful better or pop music. Built new, rebuilt "ailing." Fourteen years sales and management. Top references. Desire challenge with fitting compensation. Currently major market. Married, family. Box 250R, BROADCASTING.

Top-flight—pro-team. Young, 23 years combined experience. This young, aggressive, alert team desires managerial positions. Do you want your station to produce more revenue? Strong sales-public relations executives-promotional background. You will find our arrangements equitable, mutually profitable. Confidential. Salary $20,000 to $25,000 per year each. We know what we're worth! Box 251R, BROADCASTING.

Experienced all phases including promotions. Work anywhere. Salary or percentage of profits. Available with or without staff. Real go—getter. Box 258R, BROADCASTING.

Available. Top manager for top ownership. Experienced all phases. Outstanding sales. Creative. Civic leader. Absolute loyalty to employer. Write Box 263R, BROADCASTING.

General manager/sales manager, 16 years experience retail and regional spot sales. Thorough knowledge all phases including modern programming. Self starter, highest industry references. Box 267R, BROADCASTING.

If you are looking for a manager, I may be your man. I am 31, have 8 years of managerial experience in all phases and formats and require only a free hand. Write Box 275R, BROADCASTING.

Mature, sober, dependable. Net and independent experience. Ability to organize for profit as well as ratings. Presently employed. Box 281R, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

To expanding operation medium large markets. Available—experienced manager, sales manager multiple operation, creative sales, programming, promotion ideas. Box 294R, BROADCASTING.

Announcers

Experienced airman, 22, married, desires opportunity in radio, tv. Employed. Box 958P, BROADCASTING.

Announcer. Adult music. News. DJ. Commercials. Cooperative. Creative. Tape available. Box 183R, BROADCASTING.

Top rated dj, 9 years. Family. Wishes relocation. TV experience. Box 205R, BROADCASTING.

Versatile, experienced, young radio man. Employed, desire larger market. No top-40, hillbilly, or r-r/r-b. Minimum $100. Box 254R, BROADCASTING.

Experienced announcer-salesman, program director, promotions. Travel. Family. Salary secondary. Box 257R, BROADCASTING.

Announcer—First phone, 19, good news, commercial and record shows. Mature voice, cooperative, creative, ambitious. Box 261R, BROADCASTING.

For music just right. "The voice in the night." Box 264R, BROADCASTING.

Experienced announcer wants eastern market, needs $100,000 per week to survive. Good hard sell voice. Box 270R, BROADCASTING.

Negro announcer-dj. Graduate professional radio school. Family man, veteran. Will relocate. Tape, resume, available. Box 273R, BROADCASTING.

Mature sound seeking late morning, early afternoon time slot. Request free hand in music selection and program context. Sorry no gimmicks. Top 40's please disregard. Write Box 276R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Part-time classical announcer for fm station in L.A. area. Box 284R, BROADCASTING.

Experienced negro personality dj—variety show—top ratings—proven reputation for results, married, dependable, relocate east, northeast, west. Box 287R, BROADCASTING.

Announcer 3 years, presently employed as program director. Fully experienced in all phases. Versatile, dependable, ambitious. Desire to move up to larger market around first of year. Salary requirement $125. Box 291R, BROADCASTING.

Play-by-play. 11 years 29, sober employed family man. In college sports, looking for year-round market. Take sports and sales, no dj. Tapes, references. Available after football season. Write Box 298R, BROADCASTING.

Young, creative dj looking for first job. Good pop music, no top 40. Will relocate anywhere. Tape, picture, resume. Box 305R, BROADCASTING.

5 years experience doing mature, clever music show, with bright, happy sound, successful with adult audience. Now seeking station with progressive management and middle music policy. Currently morning man. ("It's almost a pleasure to get up.") Oh yes, sports play-by-play. Tasty package! Sample? Box 306R, BROADCASTING.

One year announcing and copy experience with 250 watter. Want more experience. Tom Blair, KSEO, Durant, Oklahoma.

Young, dynamic announcer—wants opportunity! Gather, write, present news; must include basketball play-by-play. Limited experience. Tape on request. Bob Gordon, 547 Tyler, Gary, Indiana.

Immediate openings at RCA for . . .

BROADCAST SYSTEMS ENGINEERS

Highly responsible positions are open to men who have experience in audio and TV equipment applications in broadcast studios. Salaries and opportunities for professional growth are both excellent.

As an RCA Broadcast Systems Engineer, you will work directly with such customers as radio and TV stations and recording studios. Acting in an advisory capacity, you can be the man who analyzes the customer's needs and designs the system which specifically answers his requirements.

You may work with TV installations (either black and white or color), AM-FM, Hi-Fi and stereo audio equipment, terminal equipment, mobile or closed circuit systems. Components include the latest and most exciting RCA products such as cameras, mikes, consoles, audio and video tape, loudspeakers, projectors, amplifiers, transmitters, multiplexors, etc.

FOR INTERVIEW WITH ENGINEERING MANAGEMENT

Send resume to

Mr. V. E. Broad
Box ZC-14L
Professional Employment
RCA,
Bldg. 10-1
Camden 2, New Jersey

RCA

RADIO CORPORATION OF AMERICA

Industrial Electronic Products

Situations Wanted—(Cont'd)

Announcers

Experienced announcer all phases. Strong on country and gospel. Family man. Contact Bob Henderson, 1116 W. Oldham Ave., Knoxville, Tenn. or phone 4-0262.

Disc jockey—town and country. Experienced and available. D. Johnson, 506 S. Union St., Kokomo, Indiana.

See television ad. Dick Landfield.

School's out—Single, 25 year old graduate of the midwest's leading professional broadcasting school, seeks the person offering the opportunity of a start in radio. Write or wire Howard Laney, 4849 So. Marshfield, Chicago 9, Illinois.

Young negro veteran, professionally trained, no experience. Looking for place to start. Bob Lee, 6028 S. Drexel, Chicago.

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Colored. Beginner dj. Experience in sales, control board operation. Willing to travel. Telephone AC 2-5846. Address—Mel Placide, 121 St. Nickolas Ave., New York 26, N.Y.

Technical

Chief engineer or supervisor: 8 years experience tv, fm, am directional. Desire eastern location. No announcing. Married, family. Box 285R, BROADCASTING.

Production-Programming, Others

Gal Friday. Write copy. Air work if needed. Learn traffic. Box 265R, BROADCASTING.

Over ten years with B.B.C. Radio—all phases studio engineering, balancing and program distribution. Television—sound director and mixer for newsreel and other film programs. Knowledge all types of music—Haydn to hillbilly. With New York film recording studio since 1957, handling top tv accounts. Married, age 30. Seek position in radio or tv station where can use technical knowledge, administrative ability and good sense of programming. N.E. area preferred. Box 269R, BROADCASTING.

Looking for a happy sound? Young, agressive two man production and dj team. One first phone. Experienced in color and modern family radio. Presently employed in major market. Available soon. Box 274R, BROADCASTING.

Program director, sports, news, 7 years experience. College graduate, mature, reliable. Travel anywhere. Box 282R, BROADCASTING.

Outstanding Los Angeles dj will program your station. All replies answered. Box 283R, BROADCASTING.

This creative young man is searching for a station somewhere that is about to switch over from formula to adult pop music programming. He would like to set up the new programming and be the dominant factor in making this station one of the best sounding in the country. He has an extensive pop music background, and is prepared to meet an exciting challenge. If you can use him, write Box 304R BROADCASTING.

Copywriter. 10 years experience in radio and television. Ability to service accounts. Ellis Babcock, 33 North St., Pulaski, N.Y.

Wanted, position as record librarian in radio station. Phone 57F11 after 7:00 P.M. or write Gerald Brennan, Grant Street, Valders, Wisconsin.

TELEVISION

Help Wanted—Sales

Young, aggressive television salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales manager, KBLR Radio-TV, Goodland, Kansas.

Technical

Wanted: TV operation man, first phone. Job includes production, directing duties transmitter and film. Permanent, full time. Good opportunity in all phases of tv. KAUS-KMMT-TV, Austin, Minnesota.

Transmitter engineer needed for newly installed RCA 25 kw transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

Immediate, permanent opening maximum power vhf for engineer, experienced in all phases tv studio, transmitter operation, maintenance DuMont, GE equipment, two hop Motorola microwave. Ideal warm winters, hunting, fishing, boating, all year. Phone State 6-8311, Leavenworth Wheeler, Chief Engineer KIVA, Yuma, Arizona.

Opportunity for permanent, dependable transmitter engineer. Must have tv experience or excellent radio background. Manager, KSWS-TV, Roswell, New Mexico.

Engineer 1st class. Small vhf. Good working and living conditions in Wyoming number one market. Contact Marion Cunningham, KTWO-TV, Casper, Wyoming.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Job security with growing division of an international company. Immediate openings for senior video tape recording tv maintenance engineers with aptitude in our field. Write Todd Blum, Mincom Division—3M, 2049 S. Barrington Ave., Los Angeles 25, California.

Production-Programming, Others

Regional tv station needs experienced newsman, qualified in movie and still work, air work and processing. Send all information first letter. Box 288R, BROADCASTING.

TELEVISION

Situations Wanted—Management

13 years in radio-tv. 7 years at first station. 6 years at present station. Past 4 years assistant general manager in secondary three station market. Experienced in programming, sales, film buying, administration. Looking for advancement. Excellent industry and personal references. All inquiries acknowledged. Write Box 255R, BROADCASTING.

Sales

Available—Experienced radio manager-sales manager. Young, aggressive wants change to television sales. Box 295R, BROADCASTING.

One of the best aggressive, experienced salesmen in highly competitive multi-tv-radio market desires commercial manager opportunity. proven record. Family man. References. Box 307R, BROADCASTING.

Announcers

Television personality. MC, dance host, radio dj, children's character, excellent on-camera commercials. Ten years experience. Employed major market. Family, college degree. Box 175R, BROADCASTING.

Strong, on-camera newsman of thirty with distinctive style, voice, appearance and ten years experience can move by January 1. Currently employed. Write Box 253R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced-on camera television-50,000 watt radio. News director, versatile o.j. tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Major market permanency, only. Weekly minimum $125.00. Dick Landfield 5053 N. Troy, Chicago, Illinois. Keystone 9-5936.

Technical

12 years experience, am-fm-tv planning, construction, maintenance, operation, studio, transmitter, 4 years supervisory, 4 years chief, 35 years old. Box 196R, BROADCASTING.

Engineer, transmitter, studio; 1st phone. Prefer northeast or midwest. John Wilkey, 95 Hoe Avenue, Bronx 59, N.Y. WY 1-6753.

Production-Programming, Others

Director—Producer available; experienced in all phases of television production; local station and closed circuit; off Broadway and university theatre. Energetic organizer. Extremely creative without being erratic. M.A., 30, excellent references. Box 279R, BROADCASTING.

Business college graduate, 28, one year tv school, seeks position in tv world. Write copy, campaigns, know music, voice, new program ideas, direct, etc. Box 280R, BROADCASTING.

TV director, 3½ years at major vhf markets. Heavy theatre background. Full details on request. Box 302R, BROADCASTING.

Experienced producer-director. Family: Creative. All phases production; camera, film Box 303R, BROADCASTING.

FOR SALE

Equipment

RCA microwave TTR-1 modified transmitter and receiver with audio modulator and demodulator in excellent condition. Box 206R, BROADCASTING.

GE 12 bay batwing tv antenna Channel 7 convertible to Channel 8. Excellent condition. Very reasonable. Box 207R, BROADCASTING.

FM antenna . . . GE-4 BY-D . . . Four section PWR Gain 3.6 . . . tuned to 92.5 mc . . . Length 32 feet . . . Side mounted. Box 260R, BROADCASTING.

Remote control broadcasting equipment. Gates amplifier modulation 745. 2 Altec P525-A with preamp lipstick mikes. 2 Sure "Mod. 300" bidirectional mikes with hook up wires. Reasonable. Good condition. Box 271R, BROADCASTING.

6 #635 Electro-Voice, 1 Altec 660B mikes, never used, $30 each. 2 Gates SA-134 remote amps, excellent, $40 each. 1 GE pgm level ind. FA-1A, $50. 1 GE BA4C mon. amp. $25. Box 290R, BROADCASTING.

For sale: 550 foot Blaw Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. Box 296R, BROADCASTING.

RCA TK-41 live color camera. 1100 hours total operation. Better than new, has been de-bugged. Console rack installation. Includes camera pedestal, frequency std., and color bar generator. Complete details upon request. $30,000.00. KJEO-TV, Fresno 17, California.

431' Blaw-Knox, type N16 tower. In excellent condition. Tower equipped with tower mount for 12 bay super turnstile. Contact J.V. Sanderson, Chief Engineer, WAPI-TV Birmingham, Alabama.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

RCA 10 kw fm transmitter with spare tubes, antenna and related equipment at sacrifice. Contact Hugh Holder, WKIX, Raleigh, N.C.

FOR SALE

Equipment—(Cont'd)

Gates 10 watt exciter for BF-1C fm transmitter. Can be used as educational 10 watt fm station. Also $450.00 in spare Phaseatrons for unit. Complete package $800.00 WVTS, Post Office Box 433, Terre Haute, Indiana.

Video monitors. Closed circuit and broadcast. See Foto-Video Laboratories' ad today on Page 110.

Magnecorders, Rek-O-Kut cutter and other recording items. Write for list. Matson, Box 8203, San Antonio, Texas.

Two 198-foot antenna towers, guyed-type, pivot base, triangular, 20-ft. bolted sections, with lights, transmission lines, etc. Formerly KSBW-AM. In place, Salinas, California. Must be removed. Bid opening December 15, 1959, for either or both. For bid forms contact Division of Highways, Box 841, San Luis Obispo, California, Attention: J. F. Powell, telephone Liberty 3-6000.

Projectall 300 in new condition, combines slides, opaques, and films into one film chain, remote control, details write. Mr. Frank Tracey, Tressell Productions, 4102 East Vernon Avenue, Phoenix, Arizona.

WANTED TO BUY

Stations

Want to retire? Let me buy in and manage with eventual ownership in view. Twenty years experience in radio and tv. Prefer midwest or New England 250 station. Other locations definitely considered. Box 188R, BROADCASTING.

Want another station, midwest or southwest. $200,000 or under. Box 230R, BROADCASTING.

Construction permit. Either 100% interest, or 50% with management contract. Box 245R, BROADCASTING.

Am looking for 250 watt single market. Anywhere. Can be in red. Send full particulars. Box 256R, BROADCASTING.

Multiple owner, will purchase or lease your station outright, or fifty percent interest. Box 277R, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Equipment

Wanted: Heavy duty tower, 250 to 300 foot, self-supporting. State make, type, price and details. Box 224R, BROADCASTING.

Used 16mm Auricon sound camera with tv shutter for kine recording. Box 272R, BROADCASTING.

Wanted. Will buy pullers for model 900 Presto tape machines. Write Chief Engineer, Radio Station KATE, Albert Lea, Minnesota.

Need RCA TG-1 or TG-2 sync generator in good condition. Contact Manager, KSWS-TV, Roswell, New Mexico.

Frequency monitor in good operating condition, reasonably priced. WHSC, Hartsville, S.C. 1450kc.

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

Wanted: 4 or 8 bay fm antenna. Also control console. Write T. K. Abernethy, T.D., WSIC, Statesville, N.C.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

We need all sorts of used Ampex recorders, Altec and good ribbon microphones, turntables and arms, and other studio and recording equipment. Washington, D.C. area. Paduan Foundation, 805 G Street, N.W., Washington, D.C. ME 8-2866.

Transmitter adaptable to Channel 27. All studio and engineering equipment for complete station. Jack Stubbs, 276 Estate Ave., Tulare, California.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Plan Christmas spot campaigns now. We write, voice, record custom commercials. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Tom Ryan—Where are you? (signed) Ray Van Steen, WIRL—Peoria, Ill.

RADIO

Help Wanted—Announcers

ANNOUNCERS ATTENTION

We need you if you are a glib morning man of Italian descent and speaks English and Italian fluently. For obvious reasons cannot disclose market or station, but we are in a major market and have come up with a new approach. If you feel you can qualify, please send tape, resume and recent photo to

Box 301R, BROADCASTING

ANNOUNCERS

LOSING JOBS? LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

S.A.S. is the **ONLY** school in the east that offers **"PROFESSIONAL ADVANCED"** coaching, in all phases of **ANNOUNCING** . . . including **TIGHT FORMAT BOARD WORK.**

10 week course for those who can qualify . . . **AUDITION TAPE** included with course.

Remember . . . announcers . . . are **MADE** . . . not born. "Let us analyze your present audition tape, **THERE IS NO CHARGE.**"***

For information and brochure contact . . . **MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street. *** BY APT. ONLY
New York 23, N.Y. SU 7-6938

Production-Programming, Others

FLORIDA

Program Director for highly competitive metropolitan market. Must know tight operation and be able to assume complete responsibility. Immediate opening, send complete resume.

Box 226R, BROADCASTING

RADIO

Situation Wanted—Announcers

VERSATILE RADIO-TV PERSONALITY

Currently doing top-rated dj and tv dancing party, weather and quiz shows daily in one of the nation's top 30 markets is ready to move into another phase of his career. Needs a better launching pad which will offer better fuel to reach higher stage. Can offer excellent references. Both dj and tv shows currently in #1 orbit with high flying station.

Box 259R, BROADCASTING

MOURNING MAN

"You won't have to get up until noon." —"We need high afternoon ratings."— "Come with us." they* said, smashing my alarm clock with a swipe of a money laden fist.

Well, they got their ratings, but how can an artist (that's me) do a show when he's awake?

Where is the sadistic monster who'll take me from my family in the wee hours; who'll make me smile when I'm really yawning?

Box 292R, BROADCASTING

P.S. Try not to let your sadism carry you below 5 figures.

*"They" are in the top 20 markets, but don't hold that against me.

TELEVISION

Help Wanted—Announcers

TELEVISION OPPORTUNITY

Salesmen-Announcers. Experienced radio or TV Strong sales. Red Hot opportunity announce, sell show. Several markets open. Fire resume and photo immediately to:

Tony James
Disk Jockey Placement Center
100 West 42nd St., N.Y.C.

Production—Programming, Others

NEWSMAN
RADIO-TV

Four-man News Department in large East Coast market has opening for experienced, self-starting newsman. Must be able to work with minimum of supervision. Duties will require straight reporting, radio newscasts, Mobile News Unit reports, and on-camera newscasts. Good basic salary plus talent on all sponsored newscasts.

Box 262R, BROADCASTING

Employment Service

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

STATIONS FOR SALE

CONTROLLING STOCK AVAILABLE
Class "B" FM Radio Station
in
Midwest Metropolitan City.
All replies strictly confidential.
Box 297R, BROADCASTING

Ala.	Single	1kw-D	35M	terms
Minn.	Single	500w	85M	terms
Calif.	Single	250w-F	65M	terms
Ky.	Single	1kw-D	100M	terms
Minn.	Single	1kw-D	105M	terms
Ariz.	Small	1kw-D	65M	terms
Ala.	Medium	250w-F	160M	terms
N.Y.	Medium	1kw-D	150M	terms
Fla.	Medium	250w-F	250M	terms
Miss.	Medium	1kw-D	98M	terms
Ala.	Medium	250w-F	70M	terms
Gulf	Metro	1kw-D	100M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
East	Major	Combo	850M	terms

And Others

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Please address:
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THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Midwest regional, single market just under $20,000. Profitable operation. A dandy at $125,000 29%—Southwest regional, single market, $125,000 terms—Top West Major market, big profits, $1,000,000 29%. PATT McDONALD, BOX 9266, AUSTIN, TEXAS. GL. 3-8080 or Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from page 113

time to Nov. 12 to file reply to petition by Pioneer Bcstg. Co., Spanish Fork, Utah for enlargement of issues in proceeding on their am applications, et al. Action Nov. 3.

Corrected transcript in accordance with suggestions of Telemusic Co. in proceeding on its application for new fm station in San Bernardino, Calif. Granted petition by Broadcast Bureau to reopen record; extended time for filing proposed findings to date to be fixed after further hearing; and scheduled hearing conference at 2 p.m., Nov. 18. Action Nov. 9.

By Hearing Examiner H. Gifford Irion

Granted petition by Eider C. Stangland, Sheldon, Iowa, for leave to amend his am application to make financial showing current, and dismissed as moot motion by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., to postpone oral argument on certain petitions to amend; oral argument was held as scheduled on Oct. 30. Action Nov. 2.

Continued hearing from Jan. 5 to Feb. 9, 1960, in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, Interstate Bcstg. Inc. (WQXR) New York, N.Y., and Booth Bcstg. Co. (WTOD) Toledo, Ohio. Action Nov. 6.

By Hearing Examiner H. Gifford Irion

Granted requested by Interstate Bcstg. Inc. (WQXR) New York, N.Y., for further prehearing conference on Nov. 6 in proceeding on its am application, et al. Action Nov. 4.

By Hearing Examiner Jay A. Kyle

Upon request by Douglas H. McDonald, trustee, permittee of WTVW (TV) ch. 7, Evansville, Ind., and with consent of Broadcast Bureau, scheduled resumption of hearing for Nov. 9 at 2 p.m. in proceeding involving shifting ch. 7 to Louisville, Ky., and requiring WTVW to operate on ch. 31 in lieu of ch. 7. Action Nov. 4.

By Hearing Examiner Forest L. McClenning

On own motion, continued certain procedural dates in proceeding on am application of Suburban Bcstg. Inc. (WVIP) Mount Kisco, N.Y., and continued hearing from Nov. 24. to Dec. 3. Action Nov. 3.

By Hearing Examiner Herbert Sharfman

Granted petition by Video Independent Theatres Inc. (KVIT [TV]) Santa Fe, N.M., for extension of time from Nov. 9 to Nov. 16 to file initial proposed findings of fact and conclusions and from Nov. 23 to Nov. 30 to file replies in proceeding on its application. Action Nov. 5.

By Hearing Examiner Elizabeth C. Smith

Granted motion by National Bcstg. Co. (WRCA) New York, N.Y., for continuance of prehearing conferences in proceeding on its am application from Nov. 5 to Dec. 4. Action Nov. 3.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of November 6

KKSN Grand Prairie, Tex.—Granted assignment of licenses to **Kissin' Radio Inc.**

WJEM Valdosta, Ga.—Granted assignment of license and cps to **J.E. Massey Jr.**, et al., d/b under same name.

Granted licenses for following am stations: WPNC Plymouth, N.C.; KCHY Cheyenne, Wyo.; remote control permitted; WGAT Gate City, Va.; WBNT Oneida, Tenn.; WSWV Pennington Gap, Va.; KGHS International Falls, Minn., and specify studio location and trans.; remote control permitted; KNDE Aztec, N.M.; KRAD East Grand Forks, Minn., and specify studio location; remote control permitted.

WJRD Tuscaloosa, Ala.—Granted license covering installation new trans. as aux. trans.

WMAZ Macon, Ga.—Granted license covering increase in daytime power, installation new trans. and change from DA-2 to DA-N.

WGIV Charlotte, N.C.—Granted license covering change in trans. type.

WGUY Bangor, Me.—Granted license covering change in facilities, ant.-trans. and studio locations, type trans. and specify type trans.; remote control permitted.

WLAV Grand Rapids, Mich.—Granted license covering change of ant.-trans. location, changes in ant. and ground system and installation new trans.; remote control permitted.

KRSC Othello, Wash.—Granted license covering change of frequency and increase in power.

WKDN Camden, N.J.—Granted licenses covering installation new type trans. as aux. trans.; condition; change ant.-trans. and studio location and make changes in ant. system (increase height).

KSBW Salinas, Calif.—Granted license covering increase in power, installation new trans., changes in ant. system, trans. and studio locations, DA-1 to DA-2, type trans. and change in coordinates.

KEYJ Jamestown, N.D.—Granted license for new trans.

WLSV Wellsville, N.Y.—Granted license covering increase in power and installation new trans.

KWEW Hobbs, N.M.—Granted license covering increase in daytime power and installation new trans.

WITI-TV Milwaukee, Wis.—Granted cp to install aux. trans. at main trans. location

WSM-TV Nashville, Tenn.—Granted cp to install aux. trans. at main trans. location.

WFAM-TV Lafayette, Ind.—Granted extension of completion date to Dec. 1.

WATN Watertown, N.Y.—Granted authority to remain silent for period ending Jan. 6, 1960.

Actions of November 5

WBIE-AM-FM Marietta, Ga.—Granted acquisition of positive control by **James M. Wilder** through purchase of stock from **Dudley D. McCaskill.**

WLEC-FM Sandusky, Ohio—Granted license for fm station.

WTUP Tupelo, Miss.—Granted license covering changes in facilities and installation new trans.

KIFI Idaho Falls, Idaho—Granted cp to install new type trans. as aux. trans. at main trans. location.

KORN Mitchell, S.D.—Granted cp to install new trans. and change studio location; remote control permitted.

WGAD Gadsden, Ala.—Granted cp to install new trans.; trans. location redescribed.

KTVE (TV) El Dorado, Ark.—Granted mod. of cp to change name to Arkansas Louisiana Television Inc.

KUPD Tempe, Ariz.—Granted mod. of cp to change name to Tri-State Bcstg. Inc.

WPEL-AM-FM Montrose, Pa.—Granted change of remote control authority.

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TWX: CG-2898

KPON Anderson, Calif.—Remote control permitted.

WPLO Atlanta, Ga.—Remote control permitted while using non-dir. ant.

Following stations were granted extensions of completion dates as shown: KDSJ-TV Lead, S.D., to Jan. 15, 1960; KVIL Highland Park, Tex. to Feb. 24, 1960; WIVI Christiansted, St. Croix, V.I. to May 12, 1960; WPIT-FM Pittsburgh, Pa. to Feb. 29, 1960; WVOL Berry Hill, Tenn. to April 1, 1960; WMBM South Miami, Fla. to March 10, 1960.

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m. for period ending Jan. 31, 1960.

KWIL Albany, Ore.—Granted extension of authority to sign-off at 6:35 p.m. for period ending Feb. 1, 1960.

Action of November 4

WLBK DeKalb, Ill.—Granted acquisition of positive control by **George C. Biggar**, individually and **George C.** and **Genevieve C. Bigger**, joint tenants, through purchase of stock from **Theodore B. Stetzer**, et al., by **DeKalb Radio Studios Inc.**

Following translator stations were granted extensions of completion dates as shown: W70AC, W74AD, W81AC, Panhandle Television Corp. of W.Va., Paw Paw, Largent, Levels, Okonoke and Points, W.Va., to May 25, 1960, and Jan. 25, 1960.

WFTG London, Ky. Granted extension of authority to Dec. 31 to sign-on at 6 a.m., sign-off at 7:30 p.m., Monday through Saturday.

Actions of November 3

K71AM Olivia, Minn. Granted license for tv translator station.

WWWW Rio Piedras, P.R. Remote control permitted.

KAAB Hot Springs, Ark. Remote control permitted while using non-DA.

WMOA Marietta, Ohio. Granted change of remote control authority.

Actions of November 2

WFYI Mineola, N.Y. Granted mod. of license to change name to VIP Bcstg. Corp.

WIP Philadelphia, Pa. Granted mod. of license to operate alternate main trans. by remote control; conditions.

KVEN Ventura, Calif. Granted cp to install new trans.

WTNC Thomasville, N.C. Granted cp to install new trans.

WDOK Cleveland, Ohio. Granted cp to install new trans. as alternate main trans. at present trans. location.

KHIQ(FM) Sacramento, Calif. Granted mod. of cp to make changes in ant. system.

WJAB Westbrook, Me. Granted mod. of cp to change type trans., make changes in transmitting equipment and specify studio location and remote control point.

WELM Elmira, N.Y. Granted mod. of cp to change trans. location.

WCAS Gadsden, Ala. Granted Mod. of cp to change type trans.

KPLA Plainview, Tex. Granted mod. of cp to change trans. location and specify studio location; condition.

KITT(FM) San Diego, Calif. Granted mod. of cp to change type trans.; condition.

KUTE(FM) Glendale, Calif. Granted extension of completion date to Nov. 30.

KOUR Independence, Iowa. Granted change of remote control authority.

PETITION FOR RULE MAKING FILED

Adler Electronics Inc., New Rochelle, N.Y. —Requests amendment of rules to permit tv translator operation as follows: (a) Authorize educators to add facilities for local origination of vis. and aur. signals using same signal standards as are specified in part 3 of rules, but with relaxations permitting considerably higher vis. to aur. ratio (up to 10db), and eliminating vistigial side band suppression. These relaxations are to apply to stations with trans. power of 100 w or less; (b) Increase spectrum allocated to this service, from present chs. 70 through 83, to include at least 10 additional contiguous channels with entire block allocated exclusively to translators, leaving lower channels for standard tv broadcast stations (c) Remove all requirements for mileage separation taboos among translators and adopt mileage separation policy based on noninterference operation. Relax mileage separation requirements between translators and standard tv broadcast stations; (d) Retain for use with local originating translators having trans. power of 100 w or less, existing rule relaxations permitting unrestricted use of DA, remote operation, elimination for frequency monitor, waiver of duoply requirement, waiver of proof of performance and other relaxations of part 3 rules applicable to standard tv broadcast stations but implied as not being applicable to part 4 by Commission.

PETITION FOR RULE MAKING DISMISSED

St. Anthony Television Corp. Houma, La.—Requests amendment of rules so as to relocate point (d) to redefiine the boundaries of Zone III to vicinity of Mobile Point at N. Lat. 30° 14′ 00″, with same W. Long 87° 58′ 30″. Dismissed by order adopted October 21, 1959 and released October 26, 1959.

PETITION FOR RULEMAKING DENIED IN PART

Joint Council on Educational Television—Requests amendment of table of assignment for tv stations as follows:

Panama City, Fla.—Proposed shifting from ch. 30* to ch. 13*

Waycross, Ga.—Proposed making ch. 8 educational.

Reno, Nev.—Proposed shifting from ch. 21* to ch. 11*.

Rochester, N.Y.—Proposed shifting from ch. 21* to ch. 13*.

Norfolk-Portsmouth-Newport News, Va.—Proposed shifting from Ch. 21* to ch. 13*. Denied in part by memorandum, opinion and order adopted Oct. 21 and released Oct. 26.

PETITION FOR RULE MAKING DENIED

KWHN Broadcasting, Ft. Smith, Ark.—Requests amendment of rules so as to delete ch. 9 from Hot Springs, Ark. and add ch. 9 to Ft. Smith, Ark. Denied by memorandum opinion and order adopted October 28, and released November 2.

License Renewals

Following stations were granted renewal of license:

KPST Preston, Ida.; KVET Austin, Tex.; KALV Alva, Okla.; KTLN Denver, Colo.; KVNI Coeur d'Alene, Ida.; KACT Andrews, Tex.; KNEV (FM) Reno, Nev.; KUEQ Phoenix, Ariz.; KBBS Buffalo, Wyo.; KARM Fresno, Calif.; KASK Ontario, Calif.; KAVR Apple Valley, Calif.; KBEE Modesto, Calif.; KBIG Avalon, Santa Catalina, Calif.; KBLF Red Bluff, Calif.; KCAL Redlands, Calif.; KEEN San Jose, Calif.; KERN Bakersfield, Calif.; KFBK Sacramento, Calif.; KIDD Monterey, Calif.; KRE Berkeley, Calif.; KVCV Redding, Calif.; KARM-FM Fresno, Calif.; KBEE-FM Modesto, Calif.; KBIQ (FM) & alt. main, Los Angeles, Calif.; KERN-FM Bakersfield, Calif.; KFBK-FM Sacramento, Calif.; KMJ-FM Fresno, Calif.; KRE-FM Berkeley, Calif.; KXOA-FM Sacramento, Calif. *KALW (FM) San Francisco, Calif.; *KCRW (FM) Santa Monica, Calif.; *KLON (FM) Long Beach, Calif.; KBAK-TV Bakersfield, Calif.; KEYT (TV) Santa Barbara, Calif.; KIEM-TV Eureka, Calif.; *KVIE (TV) Sacramento, Calif.; KEEN San Jose, KERN Bakersfield, KFBK Sacramento, KIDD Monterey, all California.

From the SEC record

Following stock transactions by officers and directors of companies in radio-tv and allied fields have been reported by Securities & Exchange Commission. Sales, reported to SEC between Sept. 11 and Oct. 10, 1959, involve common stock unless otherwise indicated.

Allied Artists Pictures—Albert Zugsmith acquired 5,900 sh. for 102,000 total.

Ampex Corp.—Murray Innes Jr. disposed of 1,000 sh. leaving 4,000. He also holds 1,667 sh. through trusts.

Radio Corp. of America—Elmer W. Engstrom acquired 500 sh. for total 2,593; Vincent deP. Goubeau acquired 600 sh. for total 1,076; Joseph M. Hertzberg disposed of 114 sh. leaving 16.

PROMINENT BROADCASTERS Choose Stainless TOWERS

James M. Gaines, President and General Manager

WOAI ★ WOAI-TV

SAN ANTONIO, TEXAS

Charles L. Jeffers, Director of Engineering

And for good reasons, too:

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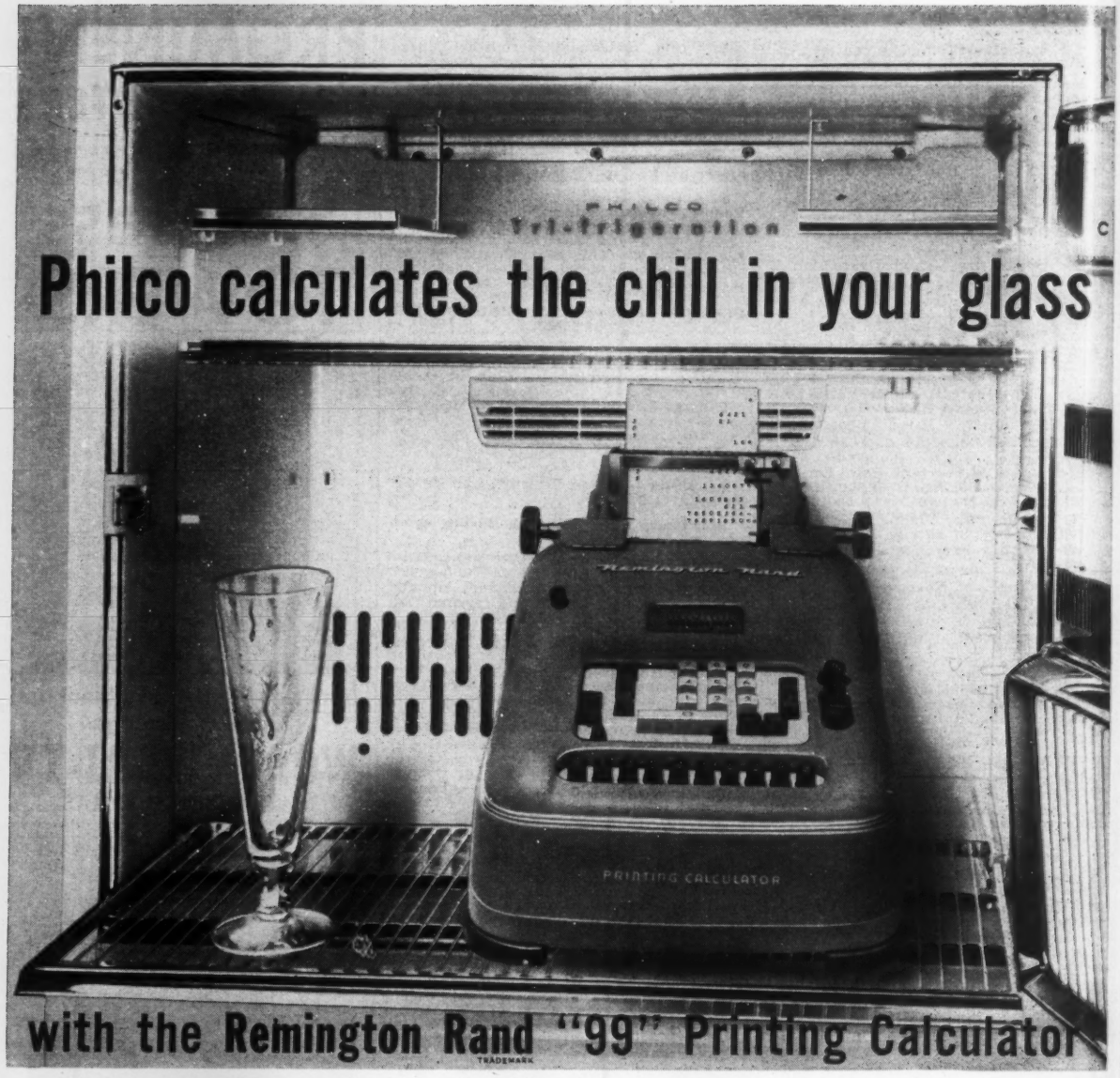

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From tiny transistors to huge communications and consumer products, Philco serves the nation's homes and industries. At Philco Corporation, you'll find "99" Calculators in the Electronics Accounting Department, Finance, Industrial Division, etc. They're certain of first-run accuracy because the "99" prints all essential factors and the answer on tape (factors in black, answer in red ink). Worth two machines, the "99" Calculator also works as an adding machine.

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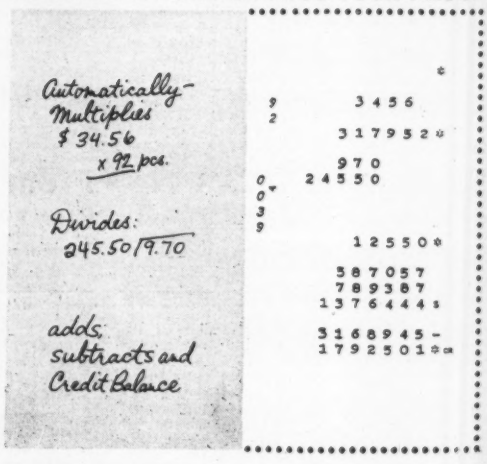

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DIVISION OF SPERRY RAND CORPORATION

OUR RESPECTS TO . . .

Martin Ransohoff

Next month marks a new milestone for Martin Ransohoff, president of Filmways Inc., New York and Hollywood. Filmways on Dec. 8 plans to open the biggest studio in the East, a million-dollar plant in New York to rival the sound stages of Hollywood.

It has been a year of milestones for the producer. Last February his firm was listed on the American Stock Exchange. A week earlier a facilities exchange deal was announced by Filmways and Warner Bros., creating the biggest commercial-industrial film combination in the world.

And it has been a year of continued expansion for a $4 million firm (in annual sales) that Mr. Ransohoff co-founded seven years ago with $200 capital. Filmways, responsible for a lion's share of the blue chips in tv commercials, doubled its sales every year for four years. But on its present scale, "we won't be doubling any more," says Marty Ransohoff.

Getting Aloft • From its start in a Manhattan loft ("a real Clownsville, U.S.A.," the president reflects), Filmways has fought its way to the top of the highly competitive commercial-industrial film business. (Co-founder Edwin Kasper left the firm in 1957.) Besides the new studio, Filmways has several other studios and cutting rooms in constant use around New York and in Hollywood. (Executive offices are at 18 E. 50th St., New York.) Besides commercials, the firm has industrial films in regular production and this year went into television programming through its subsidiary Filmways Tv Productions in Hollywood. Its *21 Beacon Street* was a top-rated summer replacement show that now is being prepared for further exposure.

Martin Ransohoff doesn't have much to say about himself. The subject apparently bores him. But ask someone else in the business and you'll get a voluble reaction. Stock adjectives: dynamic, energetic, quick, ambitious—all the ones brought into play when you're talking about a man who has scrambled to the top of his field in a few years.

When Filmways Inc. was listed on the American Stock Exchange last February, Martin Ransohoff was at 31 the youngest president on any exchange.

Pressed for facts about himself, Mr. Ransohoff will admit to being born July 7, 1927, in New Orleans, and going to Wooster School in Danbury, Conn., and later to Colgate U., Hamilton, N.Y. He was graduated in 1948 with a B.A., majoring in English and history. He played varsity baseball and was a member of Phi Gamma Delta social fraternity.

After school came several jobs, a "groping" period that turned out to be valuable background. He had found his niche by the time he joined Caravel Films (now Transfilm-Caravel) in New York, where he put in two years as salesman, writer and producer before going into business for himself in 1952.

Birth of a Salesman • Martin Ransohoff is a man thoroughly grounded in sales. He served an apprenticeship in the most basic form of the art: door-to-door. Of a period spent peddling housewares he says, "The 2½ years I spent at that was the greatest experience of my life. All selling is easy after that. . . . Probably it contributed more to my success than any other factor—reading, writing, any of it. . . . It's a real tough school of business—any business." He also has sold automobiles and food and worked in an advertising agency. But without reservation he credits the door-to-door period as the most valuable in preparing and selling—"better experience than high school, college and the rest of my education all rolled into one."

An advertising film contractor will tell you that Marty Ransohoff is the quickest estimator in the business. He's been known to look at a storyboard and give an immediate estimate that held up within 1% after bookkeepers spent three days checking it out with adding machines.

FILMWAYS' RANSOHOFF

He found the right door

This is the ability of a man who knows the work inside out. He has worked every step along the film production line from the idea until it's in the can. Until recently he kept his hand in directing and writing. He'd like to continue but says it's impossible when you're working for more than 1,000 stockholders.

Stockholders (they include many Filmways employes) can be assured the firm's management is all but a round-the-clock preoccupation for the president. He puts in a 14-hour day, leaving the house before many executives arise. He comes home at 8 to 9 p.m. About one week out of four is spent at Filmways-Hollywood Inc.

Filmways' commercial credits can be seen practically any time a tv set is turned on. Crews, used to location work in any bizarre location an agency producer can conceive, got a real workout last year on a round-the-world job for Ford. They traveled more than a million man-miles in 130 days to turn out 30 commercials and several documentaries.

Equipped for Easterns • Back on the New York front, announcement of the giant new studio was greeted enthusiastically by Mayor Robert Wagner and others concerned with keeping the East in the film business. The new building at 127th St. and Second Ave. houses two studios, each 100x100 feet, equipped for both film and tape. An adjoining building is being remodeled for equipment and storage.

Home for the Ransohoffs (she was Nancy Hope Lundgren) is Darien, Conn., where they live with their four children, Peter 7, Karen 5, Steven and Kurt, twins going on 2.

Golf is the only hobby for which Mr. Ransohoff takes time. He shoots in the high 70s with a six handicap. He is a member of the New York Athletic Club, the Phi Gamma Delta Club of New York and the Temarack Country Club, Greenwich, Conn.

Mr. Ransohoff started in business at a time there were a couple of hundred companies slugging it out in commercial production. Today the field is down to 10 that do 60-70% of the total volume in the country. Of these, Filmways is dominant, turning out, in affiliation with Warner Bros., a gross output of more than $6 million a year.

What's left for Martin Ransohoff, who in five years went from scratch to the top of his business? Says another film man: "There's no limit to where he can go."

The crisis and its cures

IN ALL its history broadcasting has never faced a crisis as severe as the one precipitated by the television quiz hearings.

The crisis will get worse. It will involve radio as well as television and stations as well as networks. In Congress and in government agencies the investigations of broadcasting have only begun. Some of those to come may well exceed the quiz hearings in their impact on the public. Never has the climate in government been more hostile to radio and tv.

It is a climate that can breed hysteria and irrational reactions that could seriously diminish the effectiveness of broadcasting.

It is also the kind of climate in which statesmen are born. If statesmanship wins over panic, broadcasting will emerge stronger, more dynamic, more important than it was before the quiz mess boiled over.

It seems to us that there are two main directions in which broadcasting must move if it is to capitalize on the maturing experiences through which it now is going.

Internally, the main components of broadcasting—the networks and the stations—must assert their authority and responsibility over their entire program output.

Externally, broadcasters must move at once in a massive group effort to take the initiative in government relations. There has suddenly been created an unprecedented opportunity for broadcasters to lead the way in shaping a national policy on broadcasting. This opportunity will be lost, and indeed could be turned into a disaster for radio and television, if broadcasters themselves do not immediately organize to take advantage of it.

These adjustments will be discussed separately below.

THE INTERNAL reorientation of networks and stations will require basic changes in the viewpoints of both those who run and those who use the television and radio facilities of the United States.

As reported elsewhere in this issue, a good many of the users of these facilities are not willing to relinquish the tight controls they have been accustomed to exercise over programs. Our surveys of advertiser sentiment indicate little support—at this point—for the proposal that advertisers should get out of the program business.

Broadcasters, especially the networks, foresee practical difficulties of immense proportions in any attempt to centralize their authority over programming.

For one thing, they fear a revolt by sponsors. This fear becomes particularly acute when one broadcaster, in considering steps which may reduce his customers' controls over programs, realizes that a competitor may entice the customers away by giving them the free rein they have been accustomed to.

For another thing, the networks fear antitrust reprisal. This is a wholly understandable fear. One of the main arguments used before congressional committees and in the FCC's own Network Study report to support the contention that networks are violating antitrust laws was that they were excluding independent program producers from the air. The tighter the controls that networks exercise over their program schedules, the better that argument becomes—if anyone in a position to enforce the antitrust laws wants to make it.

Yet it is possible, we suggest, for broadcasters to work out a way to take control without risking wholesale defections by advertisers or antitrust prosecution by the government. The way is that of evolution—the gradual application of a firm policy—rather than a convulsive seizure of authority.

Piece by piece the networks and stations must reclaim total editorial control. This does not mean they must or could absorb the total job of program production. But they must gradually condition advertisers to the idea that television is no more the property of advertisers than the editorial content of a respectable magazine is. They must also reach an accord with the government on antitrust application. Perhaps one device would be to assure that although the broadcaster exercised editorial control he would guarantee a specified minimum of program time to outside productions.

The broad objectives to be attained in the internal redirecting of broadcast management are clear. So are those of the external adjustments.

THE FCC last week announced a sweeping inquiry into the whole field of broadcast programming and advertising and of government regulation of radio and tv.

To some, the announcement sounded like a threat. We suggest it could be converted into an invitation to broadcasters to participate, or rather to lead, in the formation of a national policy under which both radio and television could grow to new importance. This will not come about, however, without a mass effort of unprecedented size and unanimity on the part of all networks and stations. The job cannot be done piecemeal or with diverse measures of enthusiasm among the components of radio and tv. Neither can it be done if it is not begun at once.

Without delay there must be formed a task force of broadcasters to assemble the facts and formulate proposals for presentation in the forthcoming hearings of the FCC. We do not think it at all unrealistic to suggest that this task force should address itself to the huge job of drafting a new Communications Act. This would occupy the full attention of a substantial staff operating at full speed. Yet we can think of no other efforts short of that which would take advantage of the opportunity that the FCC has offered.

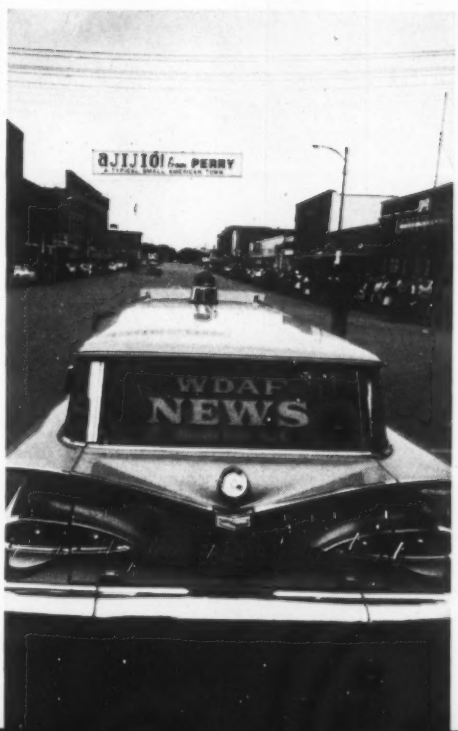
There is no time to form a new broadcaster association or to find new leadership outside broadcasting for the purpose of executing this great effort. The work must be done within existing structures which is to say within the only organization that now embraces both stations and networks and both radio and tv—the NAB.

The future of the NAB and indeed of all broadcasting will be determined by the response which is made to the FCC invitation. If that response is not immediate and vigorous, the NAB will lose much of its reason for being.

Drawn for BROADCASTING by Sid Hix

"It's the product you hear so much about on television."

Bill, Charlie and Tovarish



This cozy little scene at Coon Rapids was one of the few times everybody slowed down long enough for a still shot—and guess who got in the picture? At far right is WDAF Assistant News Director Bill Leeds. Center (with glasses and camera) is WDAF News Photographer Charlie Campbell. The older gentleman (left) in the light suit and medals is a prominent mining engineer from abroad. His movements figured big in the news at the time—so Bill and Charlie were getting on-the-spot coverage.

Wherever the news is, WDAF will be there. How else could we have become known as the best news station in the Heartland?

Radio representatives: Henry I. Christal Co., Inc.
TV representatives: Harrington, Righter & Parsons, Inc.

WDAF SIGNAL HILL RADIO & TV
NBC KANSAS CITY, MO.

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